

**\$3.50
Cheap!
March
1993**

S U P E R S P E C I A L

GAMES, PUZZLES & Other Wastes of Time!

And can we do it? Of course we know how. We've done it—**if** we continue to grow at the current rate, we will be able to create 30 million jobs in the next 10 years. **But** we will do it—**if** we continue to grow at the current rate, we will be able to create 30 million jobs in the next 10 years.

-
- A hand is shown filling in a crossword puzzle grid with a blue pen. The word "SCHMUC" is written in blue ink across the grid. The grid is numbered 1 through 173. The word "SCHMUC" is written in blue ink across the grid. The grid is numbered 1 through 173.

retold in different settings, but basically the same story. The change, On Saturday afternoon and a song and dance routine together" from the play "Gladly happy children and adults." James Warhola autographed "The Tinderbox" and "The Tailor." The illustrations are fun, magic and fantasy. They have a pixie quality that creates a feeling for the reader. James not only signed the books but chatted and took time to do individualized sketches for those buying the books. Finding Warhola came a sad. I was delighted



UPC Symbol Ruins Another Cover

Recycling Nightmare

96 Pages in New MAD Super Special

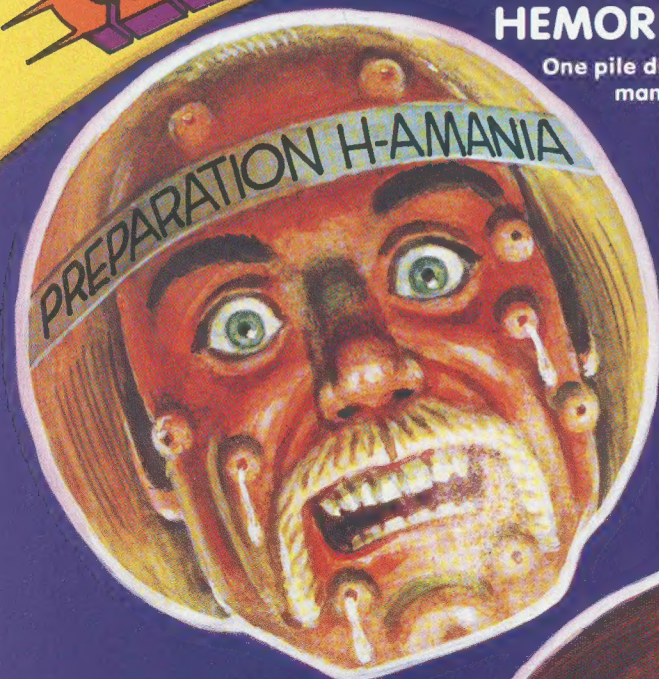
discreetly hid-
ions among the
curious crowd
of "The Tinder-
Slepp received
able to an loved

MAD

CELEBRITY MADBALLS

HULK HEMORRHOID

One pile driver too many!



MICHAEL J. ZITS

TV actor goes from hackneyed to acne!

MARY LOU RETINA

Scored a perfect 20-20 with the gross judges!



MUDONNA

Like our dirty version? Sean Pig Penn does!



VEINY WHITE

This Miss Fortune "Wheel" make you filthy wretch!



WEHK

GAMES, PUZZLES & OTHER WASTES OF TIME



MAD SUPER SPECIAL 86 MARCH 1993



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GET READY TO ROLL YOUR DICE.
SPIN YOUR SPINNER AND
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**Various Places Around the Magazine

FRONT COVER ARTIST: JAMES WARHOLA FRONT COVER WRITER: GEORGE BUSH

WILLIAM M. GAINES fearless leader

NICK MEGLIN dwjm **JOHN FICARRA** vanilla thunder **LEONARD BRENNER** garlic junkie **THOMAS NOZKOWSKI** untitled
CHARLIE KADAU minister of tardiness **JOE RAIOLA** annoying little man **DICK DE BARTOLO** regis's house boy
ANDREW J. SCHWARTZBERG the eastside eel **CONTRIBUTING ARTISTS AND WRITERS** philanthropists and philanderers

MAD MARCH 1993 SUPER SPECIAL NUMBER 86. MAD Super Specials are published six times a year by E.C. Publications, Inc. 485 MADison Avenue, New York, N.Y. 10022. Entire contents Copyright © 1982, 1983, 1984, 1985, 1986 and 1992 by E.C. Publications, Inc. 485 MADison Avenue, New York, N.Y. 10022. The names and characters used in MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

I'm **Leeward McKingpin**, senior partner of McKingpin, Barfman, Shady & Muzak! My colleagues here are a true cross-section of L.A.—four **horny guys**, three **sex-crazed nymphos**, one **cheating husband** and a **token airhead**! They **perform** extremely well, except, of course, when their **work** gets in the way!

I'm **Mydol Muzak**, a sincere idealistic attorney! My morals would be an **absolute turnoff**, except that the producers have involved me in a **hot-and-heavy romance** with **Glaze Van Open**! We've been making it **together** ever since I asked her to come up and **see my briefs**!

I'D LIKE TO SUE CROCODILE DUNDEE! HE KILLED MY OL' MAN!

I'm **Glaze Van Open**, your typical sultry, sensual deputy D.A.! I admire Mydol for his **incredible technique**! And I'm sure he's very good at law, too!

I'm **Vigoro Cementhead**! I defend low-lives like arsonists, drug dealers and rapists—and thanks to my knack for finding **legal loopholes**, they all go free! What I wanna know is, when are the **cops** gonna get around to cleaning up this rotten city?

I LOVE SLIDING DOWN THE BARRISTER!

I'm **Drabby Percodan**! I always felt being a lawyer would give me a chance to provide **equal justice** for all and make the world a better place! OK! OK! So I was a **young and foolish schmuck**! So sue me!

ONLY IN AMERICA DO WE LET A CROOK OUT ON BAIL AND LOCK UP THE JURY.

FREE THE PARTRIDGE FAMILY FIVE!

LEGAL BRIEFS

LAWYER BRIEFS

ARTIST:
MORT DRUCKER

What's the last group of professionals you'd expect to see glorified on network television? How about lawyers? In real life they come off

L A L

The Erot

as dull, plodding clods. but on television they are loaded with lust, and hot-to-trot! Which is why this lawyer's show should be called...

EWD

ic State

I'm Antsy Calcium and I'm not just another pretty face! I'm regarded around the court as a brilliant defender with an astute legal mind! Even though some judges can be such sillies!

I'm Stupor Microwits, or "Mr. Charisma!" I may not seem exciting, but I make up for it by being a short, overweight tax lawyer! My affair with Antsy is going great ever since I showed her how my short form compliments her long form!

IF CRIME DID NOT PAY, LAWYERS WOULD NEVER BECOME POLITICIANS!

I'm Carnie Banger! I joined the firm as a divorce lawyer after majoring in Creative Lechery at USC! I've handled 31 divorce cases this year—28 of which I caused!

HOW DID HE GET OFF?

ON GROUNDS OF PRISON OVER-CROWDING.

REVOLVING DOOR
JUSTICE

I'm Rockhead Malomar, Carnie's secretary! I'm gullible and naive and I believe everything Carnie says—even when he's using me for his own devious, sleazy ends! Still, I could be a lot worse off! I could be one of Carnie's clients!

DID YOU PLEAD THE FIFTH?

NO, I PLEADED THE WHOLE CASE!

SCOTCH

I'm Rugless Barfman! I'm ruthless, relentless and devoid of all human compassion. After all, SOMEBODY here has to come off as a REAL lawyer!

I GAVE
VENUS
BUTTERFLY
FOUNDATION

IIIQT
DRUCKER

WRITER:

I FRANK JACOBS

Alright people, listen up! **No goofing off!** We've got our usual **nine subplots** going at once so everybody look busy! That way, all the **confusion** will **cover up** our **gaffs** in taste and **credibility!**

So what's **my subplot** this week, Lee-ward?

Stupid, you **pour out your jealous passion** for **Antsy!**

I've been doing that for **months!** When do I get to show my **legal brilliance** and win a really big **tax-fraud case?**

On the day viewers start getting turned on by **long term capital gains!**

What I can't understand is why there's **no laugh track** on this show.

Laugh tracks are used only on **superficial shows** that make a **joke** of the real world with **far-fetched plots** and **titillating sex...** er... I see what you mean! **Malomar**, go down to the **video store** and get us a **laugh track!**



This is a **law office** so let's be **lawyers!** Mydol, you billed a client **\$2,000** for "**Immersible Research!**"

Right! **Glaze** and I **discussed the case** while **fooling around** in her **hot tub!**

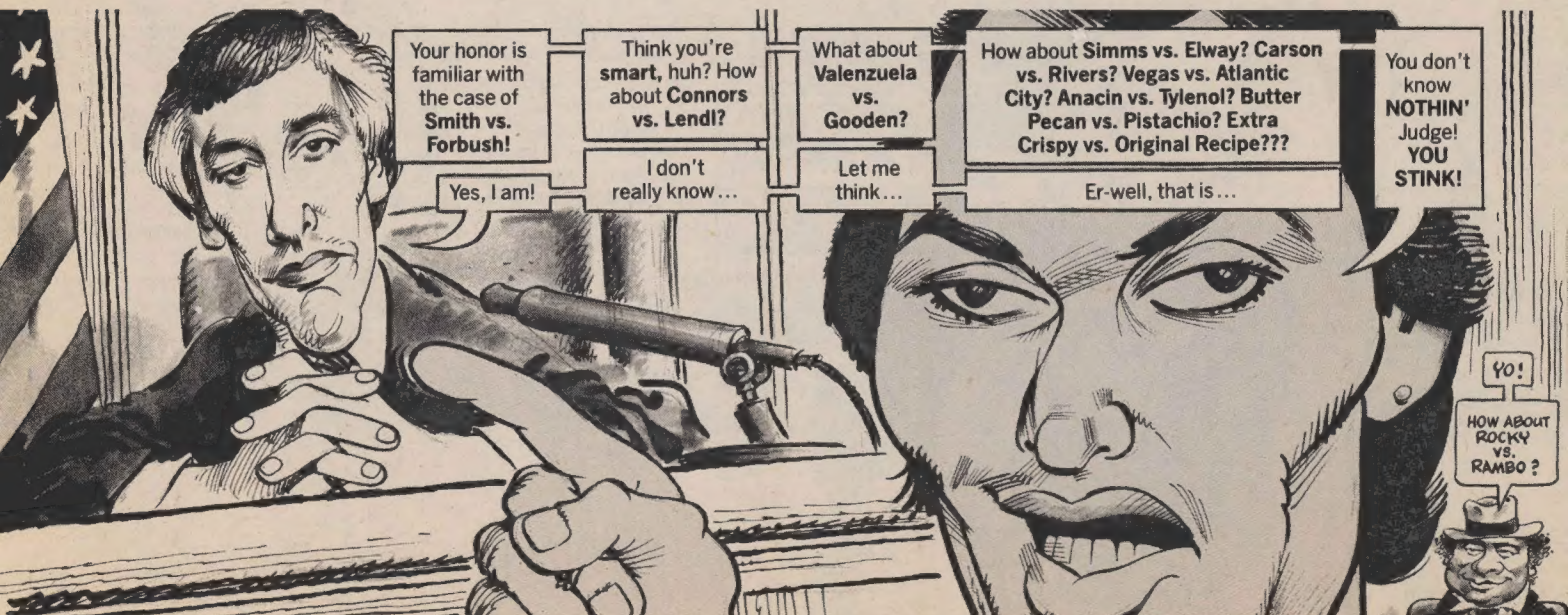
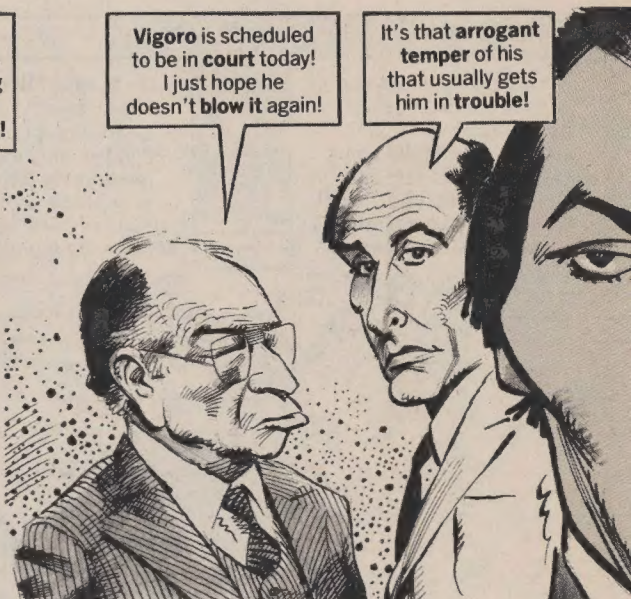
You're charging a client **\$2,000** for **THAT?!!**

How about **\$4,000?**

Now you're talking like a **lawyer!**

Vigoro is scheduled to be in **court today!** I just hope he doesn't **blow it again!**

It's that **arrogant temper** of his that usually gets him in **trouble!**



Your honor is familiar with the case of **Smith vs. Forbush!**

Yes, I am!

Think you're **smart, huh?** How about **Connors vs. Lendl?**

I don't really know...

What about **Valenzuela vs. Gooden?**

Let me think...

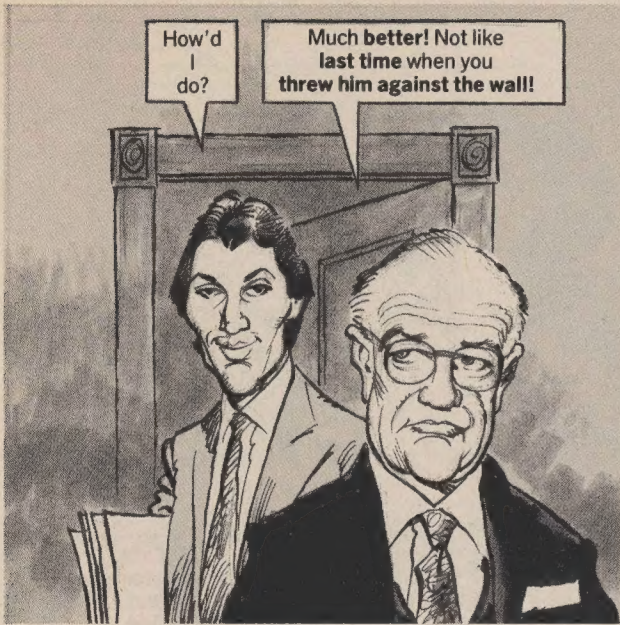
How about **Simms vs. Elway? Carson vs. Rivers? Vegas vs. Atlantic City? Anacin vs. Tylenol? Butter Pecan vs. Pistachio? Extra Crispy vs. Original Recipe???**

Er-well, that is...

You don't know **NOTHIN' Judge! YOU STINK!**

YO!

HOW ABOUT **ROCKY VS. RAMBO?**



How'd I do?

Much better! Not like last time when you threw him against the wall!



I was beaten up by a jobless vagrant! It was in broad daylight and I've got 14 eye-witnesses! I want to sue him for everything he's got! Will you handle the case for me?

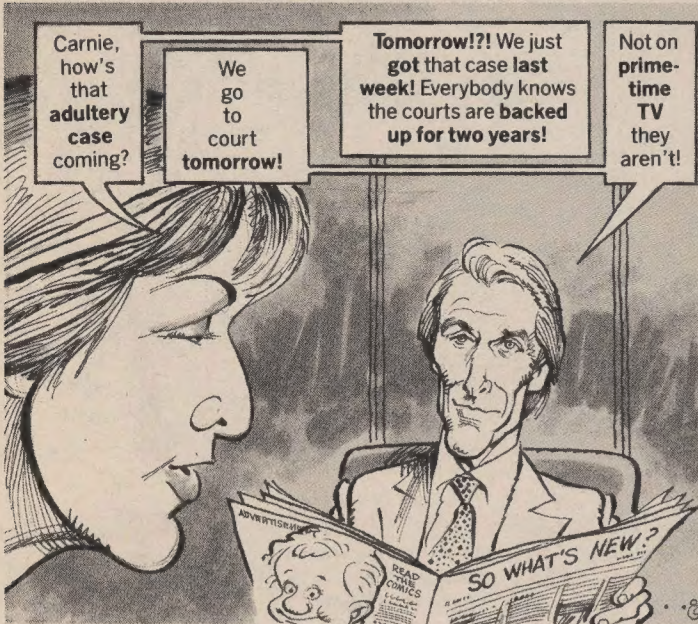
I'm sorry, but the evidence is just too thin!

I happen to know the vagrant has more than \$100,000 stashed away!

Let's NAIL the sucker!

THE BUCKS START HERE

DESK JOCKEY

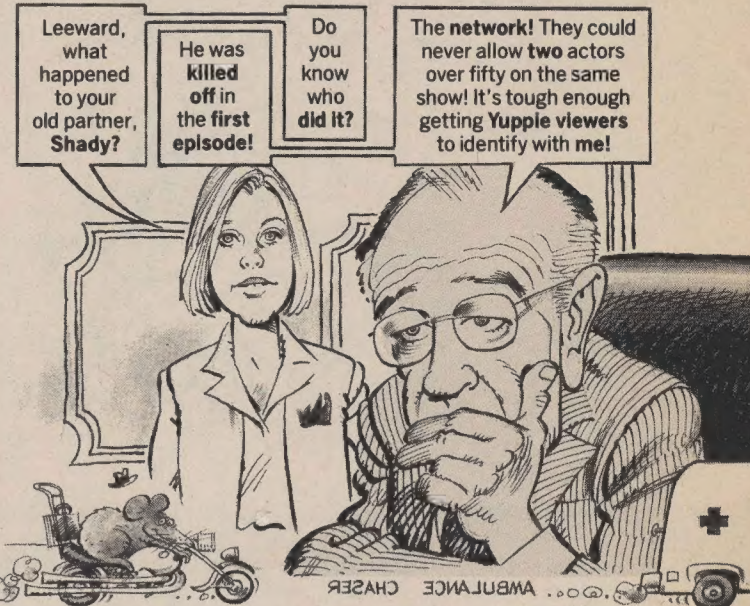


Carnie, how's that adultery case coming?

We go to court tomorrow!

Tomorrow!?! We just got that case last week! Everybody knows the courts are backed up for two years!

Not on prime-time TV they aren't!



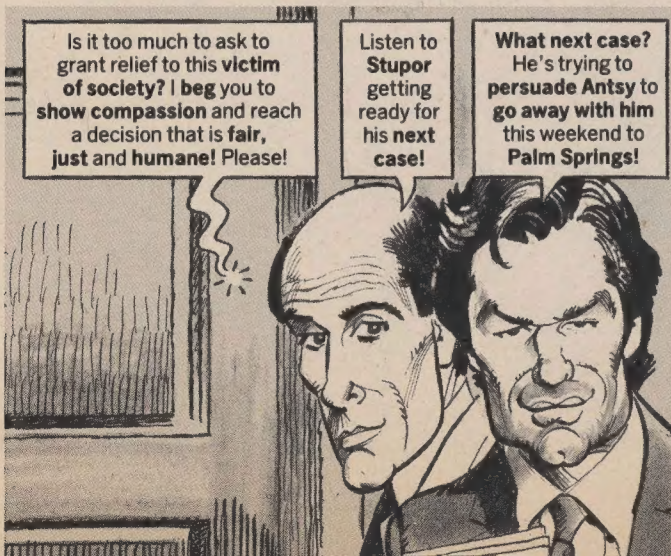
Leeward, what happened to your old partner, Shady?

He was killed off in the first episode!

Do you know who did it?

The network! They could never allow two actors over fifty on the same show! It's tough enough getting Yuppie viewers to identify with me!

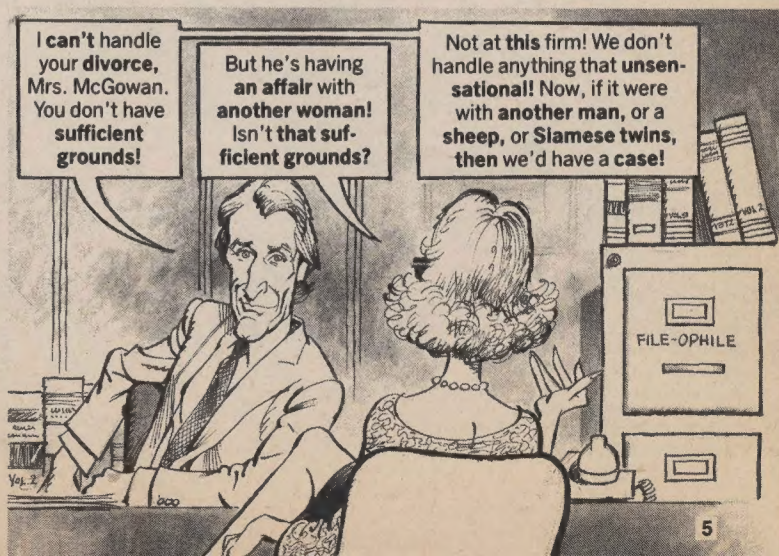
AMBULANCE CHASER



Is it too much to ask to grant relief to this victim of society? I beg you to show compassion and reach a decision that is fair, just and humane! Please!

Listen to Stupor getting ready for his next case!

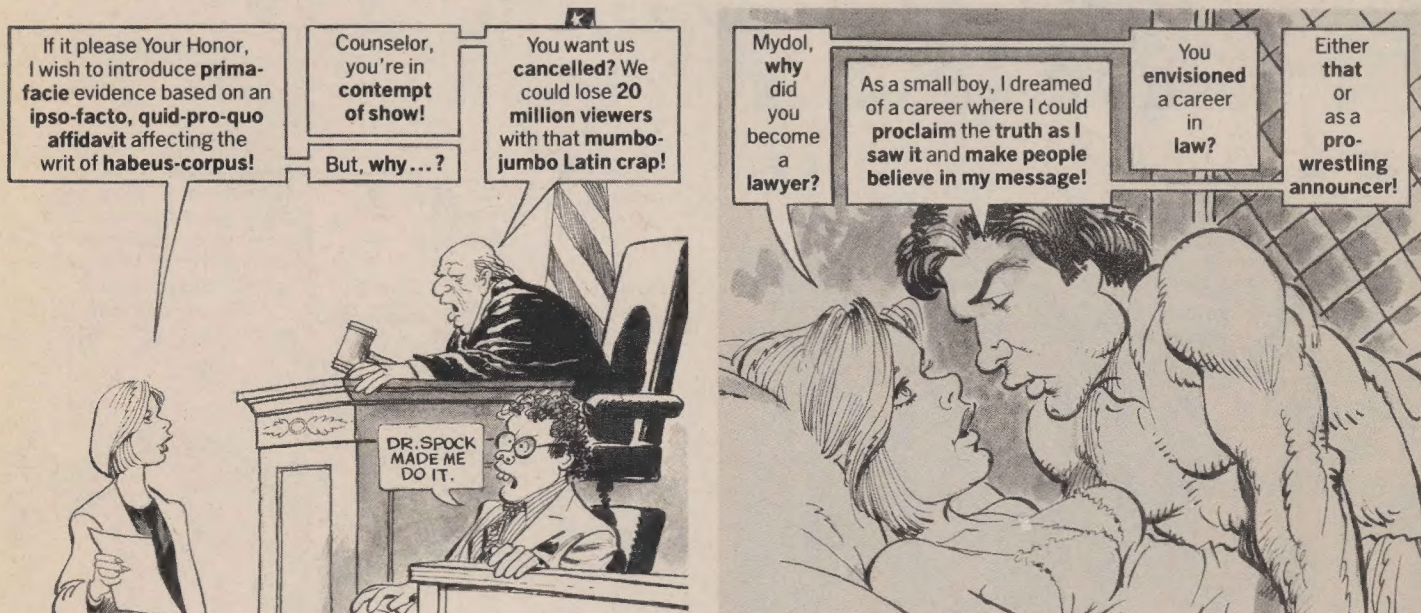
What next case? He's trying to persuade Antsy to go away with him this weekend to Palm Springs!

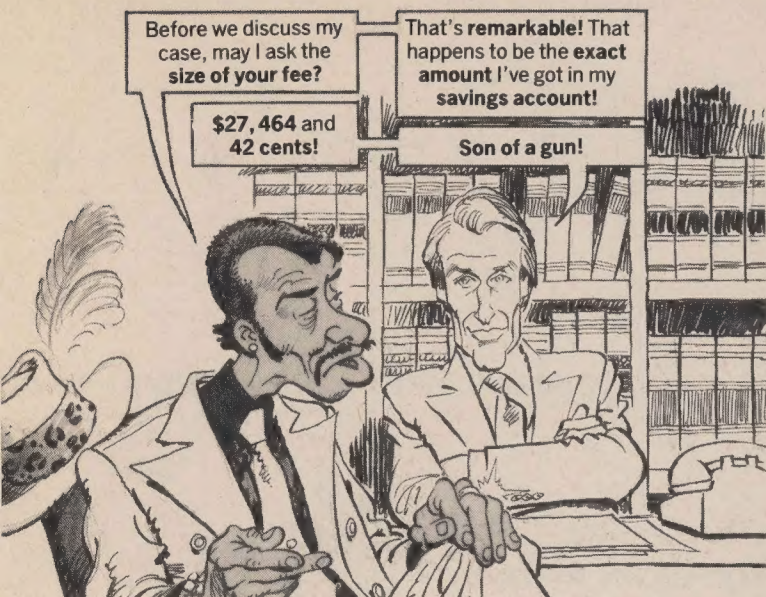


I can't handle your divorce, Mrs. McGowan. You don't have sufficient grounds!

But he's having an affair with another woman! Isn't that sufficient grounds?

Not at this firm! We don't handle anything that unsensational! Now, if it were with another man, or a sheep, or Siamese twins, then we'd have a case!





WE'RE IN HEAT DEPT.

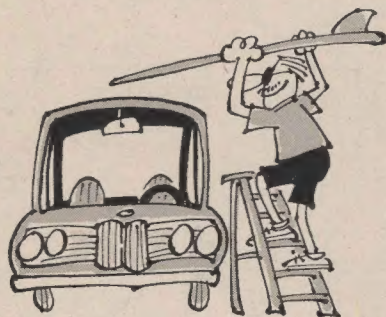
Budding trees signal spring, changing leaves indicate autumn, and heavy snow means winter. But what about that other season—how can we tell when it begins? Beach parties? Picnics?

SUMMER HAS A

...LITTLE KIDS SELL LEMONADE FOR 5¢ A GLASS, COMPLETE WITH SAND AND DROWNED

FOR FREE MEALS ENROUTE TO RESORTS YOU CAN'T AFFORD

SURFBOARD

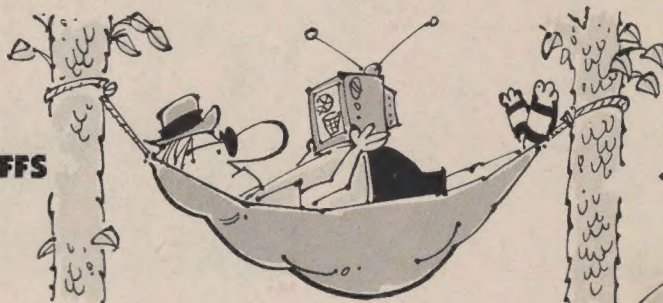


...AND YOU RUN OUT OF DENTAL FLOSS TRYING



FOR NO REASON EXCEPT THAT THE OIL COMPANIES KNOW YOU'LL PAY MORE IN WARM

HAVE BEEN CUT FROM THE NBA PLAYOFFS



...AND TH

CONDITIONER ON THE FIRST DAY YOU REALLY NEED IT



UP THE STORM WINDOWS BECAUSE IT'S TIME AGAIN TO PUT UP THE SCREENS

TICKET PRICES REMAIN SKY-HIGH



...AND TV NETWORKS

Think again! (And while you're at it, throw another shrimp on the barbie!) MAD has some other signs in mind... *warning* signs! The signs that mean three months of torture! You know that

ARRIVED WHEN...

ARTIST: PAUL COKER

WRITER: TOM KOCH

ANTS



...AND DISTANT RELATIVES UNEXPECTEDLY DROP BY

...AND YOUR LOCAL YUPPIE REPLACES THE SKI RACK ON TOP OF HIS BMW WITH A



TO DISLodge PIECES OF CORN-ON-THE-COB



...AND GAS PRICES GO UP

WEATHER.



YES, SUMMER'S HERE...WHEN ALL BUT 8 TEAMS

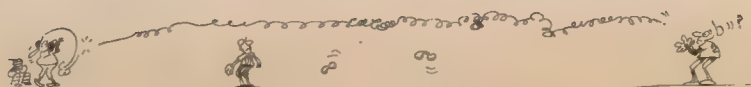
THE ELECTRIC CO. ASKS YOU TO HELP AVERT A POWER FAILURE BY TURNING OFF YOUR AIR

...AND YOUR FAMILY STOPS BUGGING YOU TO TAKE DOWN THE SCREENS AND PUT



...AND ROCK CONCERTS MOVE OUTSIDE TO BIG STADIUMS, BUT

BEGIN BRAGGING ABOUT THEIR NEW FALL LINEUP—DURING JUNKY RERUNS OF THE SHOWS



THEY RAVED ABOUT LAST YEAR.



IT'S DEFINITELY SUMMER...WHEN

YOU STOP SETTING YOUR ALARM FOR SCHOOL, BUT THE IDIOT NEXT DOOR WAKES

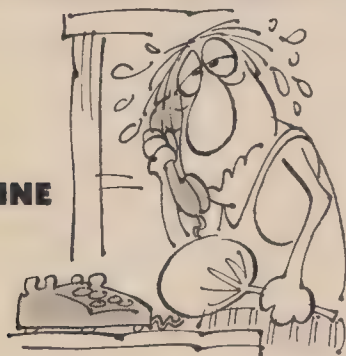
YOU EVEN EARLIER WITH HIS LAWN MOWER



...AND YOUR

ONLY POSSIBLE CONTACT WITH AN AIR CONDITIONING REPAIRMAN IS HIS ANSWERING

MACHINE



...AND DAD SAYS HE'LL SPEND HIS VACATION BECOMING

YOUR PAL AS THE TWO OF YOU PAINT THE GARAGE TOGETHER



...AND PARK RANGERS REPORT THAT THE THREAT OF FLOODS HAS BEEN REPLACED BY

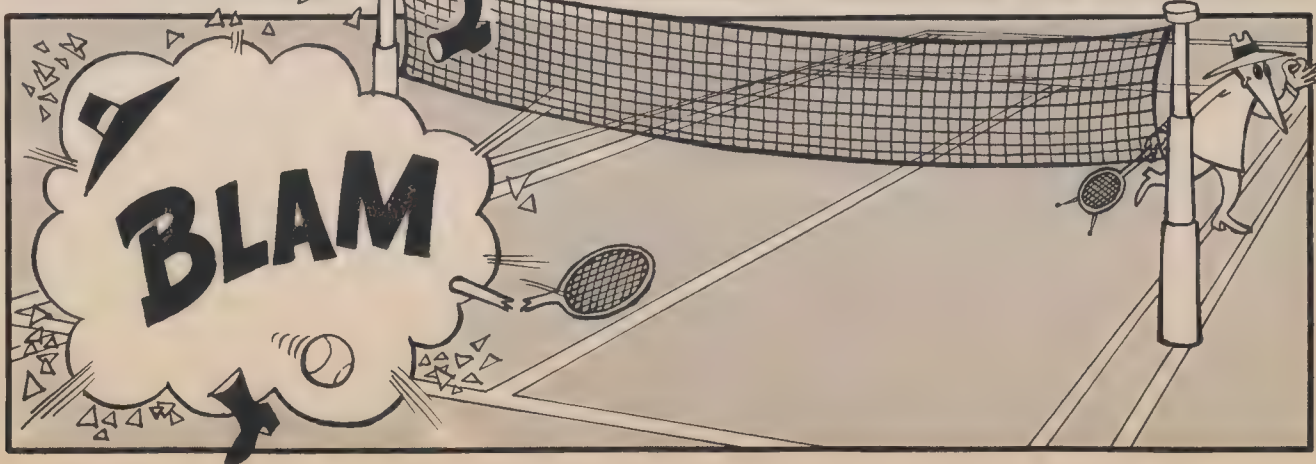
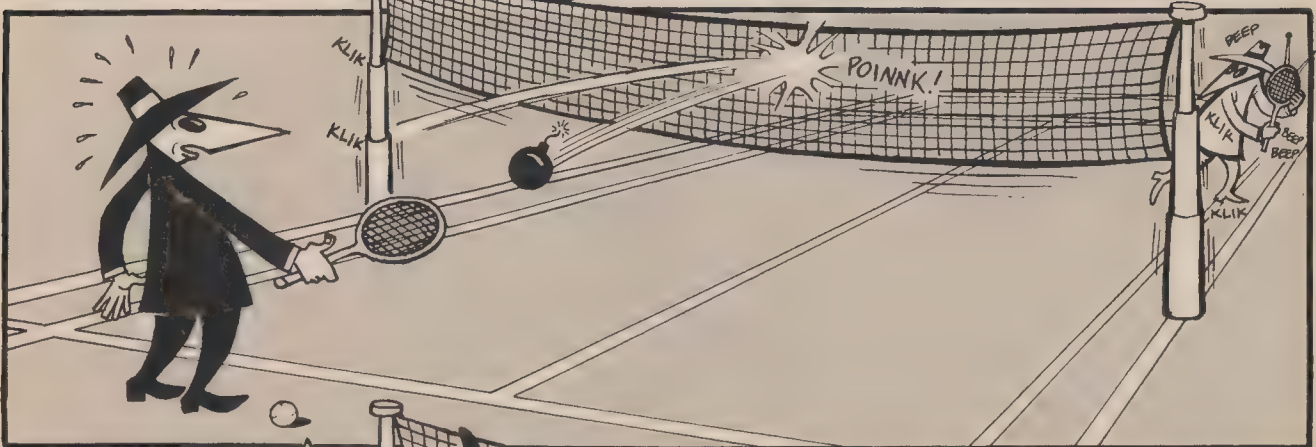
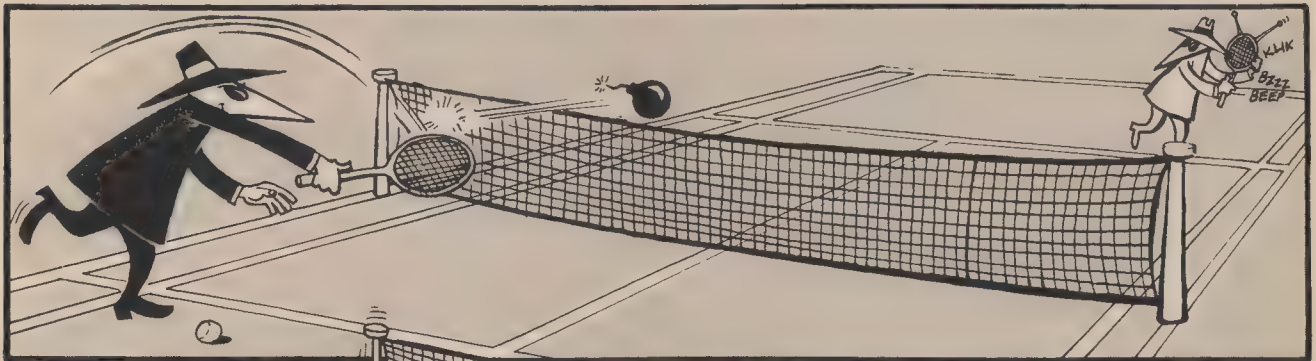
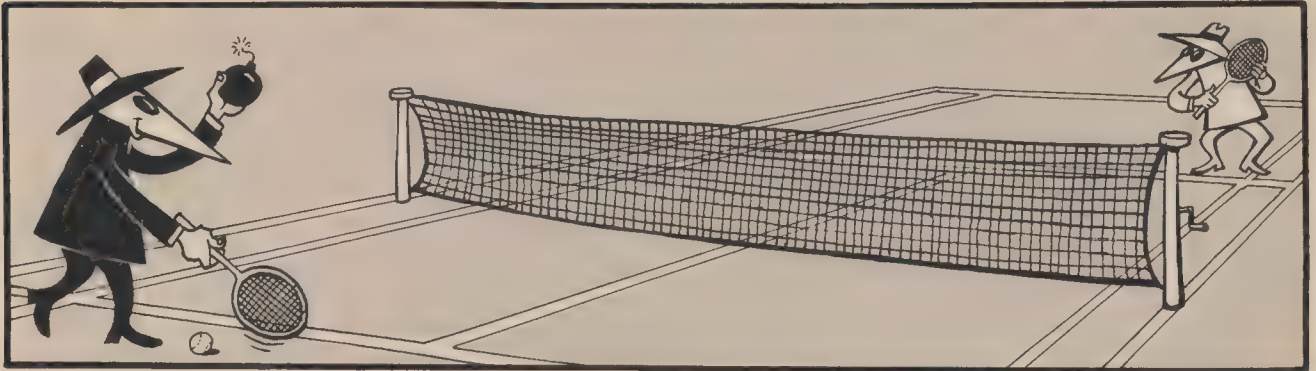
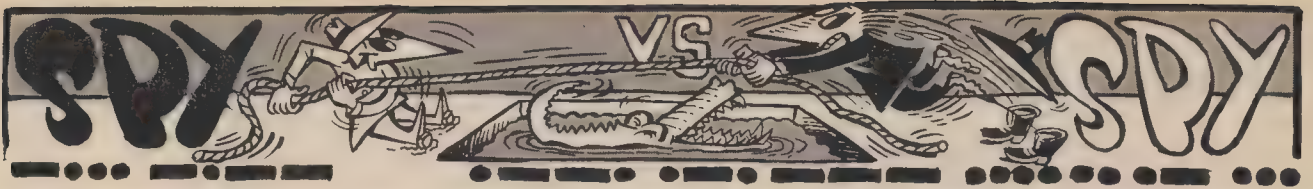
THE THREAT OF BRUSH FIRES



...AND OVER-EAGER MERCHANTS RUIN

YOUR VACATION BY STARTING THE FIRST BACK-TO-SCHOOL SALES.





A SERVING OF SPARE FIBS DEPT.

We all do idiotic, embarrassing things. Then we try to blab our way out with excuses that are even more idiotic. Why? Because when you wait till the last minute, you concoct lousy

MAD'S ALIBIS FO

TO POLICE

ARTIST: JACK DAVIS

WRITER: TOM KOCH



TO COACHES



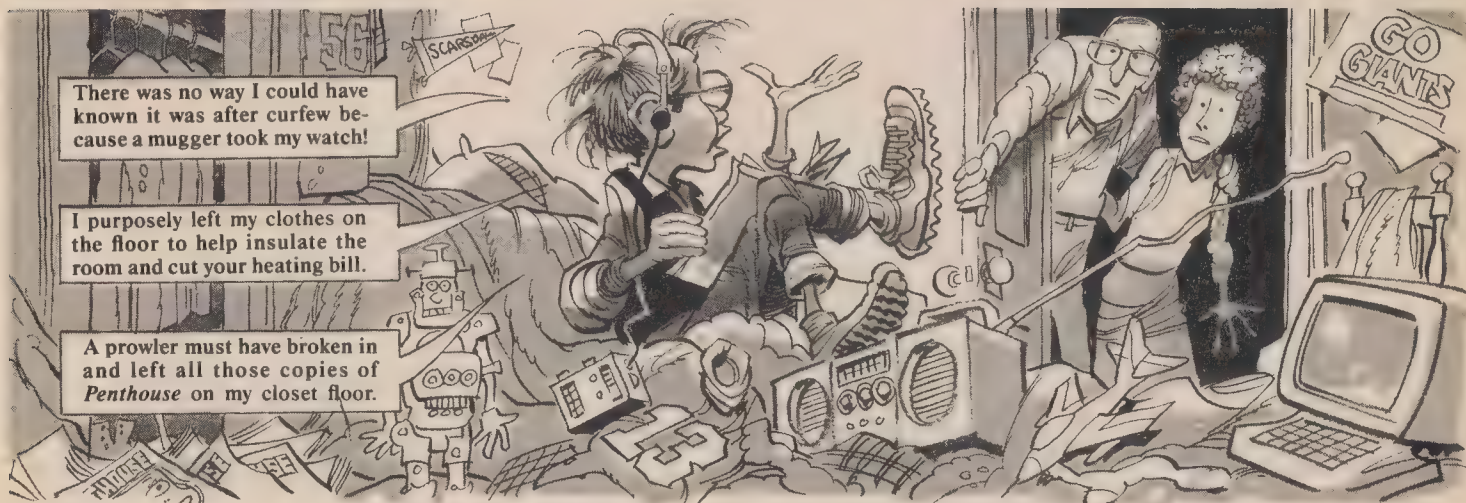
TO EMPLOYERS



lies! So we say, "Be prepared!" Memorize some good alibis! But don't be caught reading this article—because we won't be able to help you! *That kind of goof-up is not covered in...*

R ALL OCCASIONS

TO PARENTS



TO SWEETHEARTS



TO TEACHERS



INSOMNIA



BERG'S-EYE VIEW DEPT.

THE LIGHTE

CONTENTMENT



GARDENS



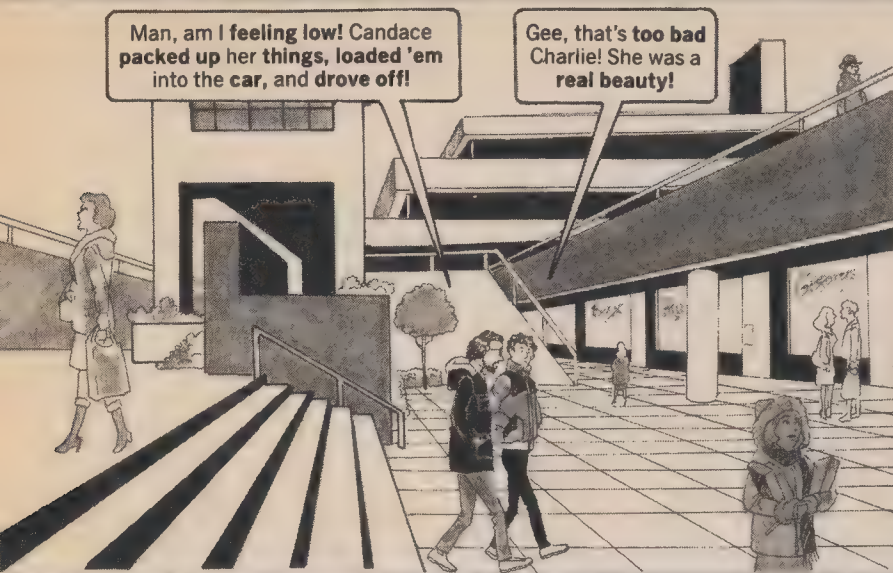
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

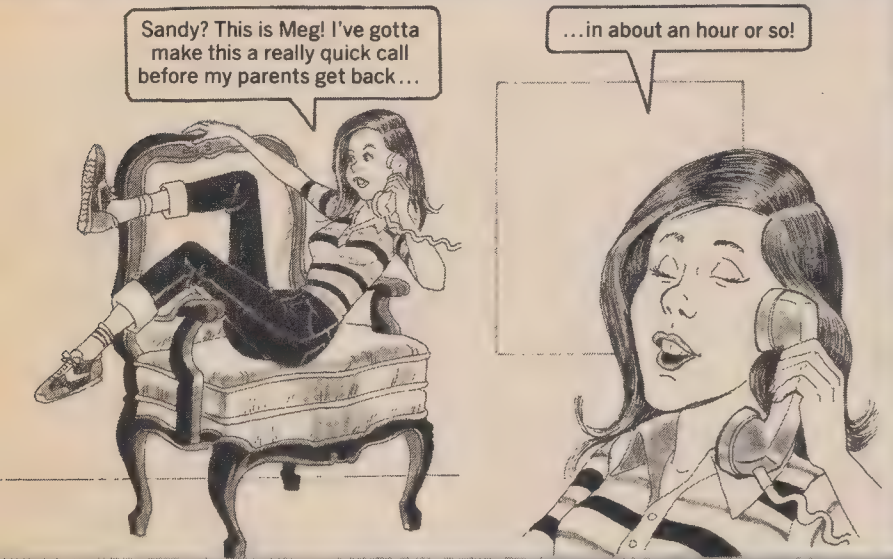
RECOGNITION



SEPARATION



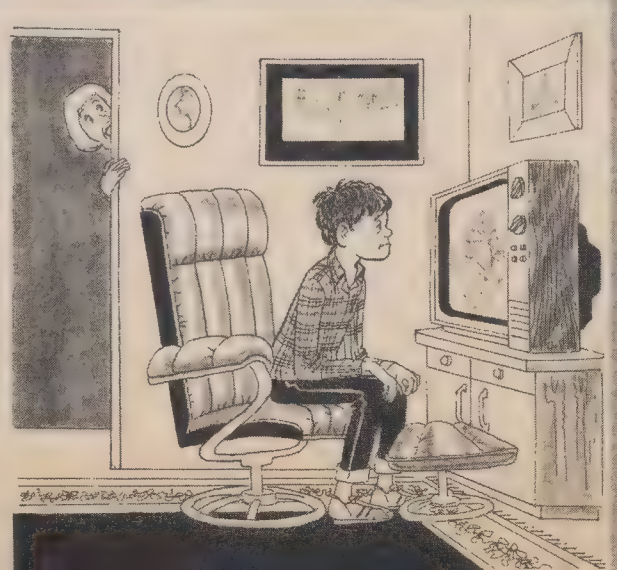
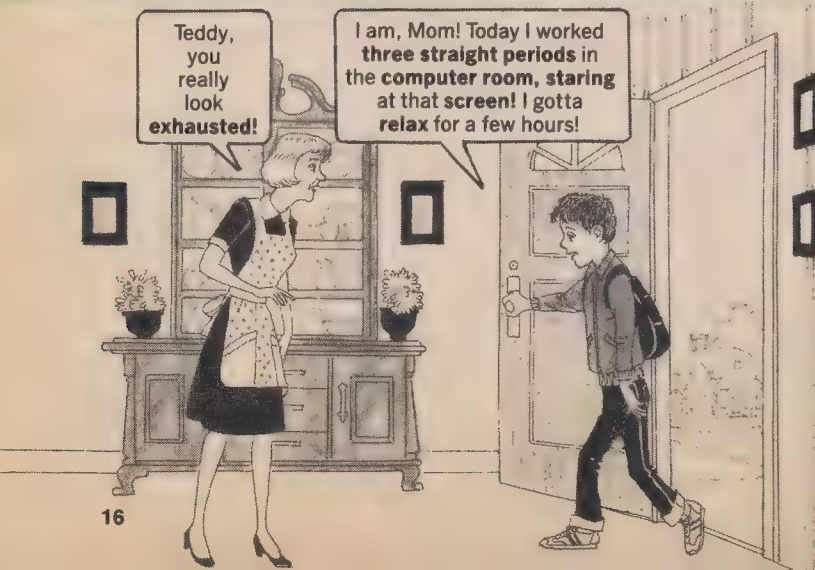
THE TELEPHONE



HI TECH



COMPUTERS



TAXES

Hmm, I don't know if I should use the short form or the long form...

What's the difference?

Well, with the short form, the government gets most of my cash...

With the long form, my accountant gets most of my cash!



BORROWING

I found it!

Say, wasn't that Al Ross that just passed? He looked the other way purposely! I thought you and him were friends!

We were! But then I loaned him ten bucks and now he pretends not to notice me!

That had to be the best investment I ever made!

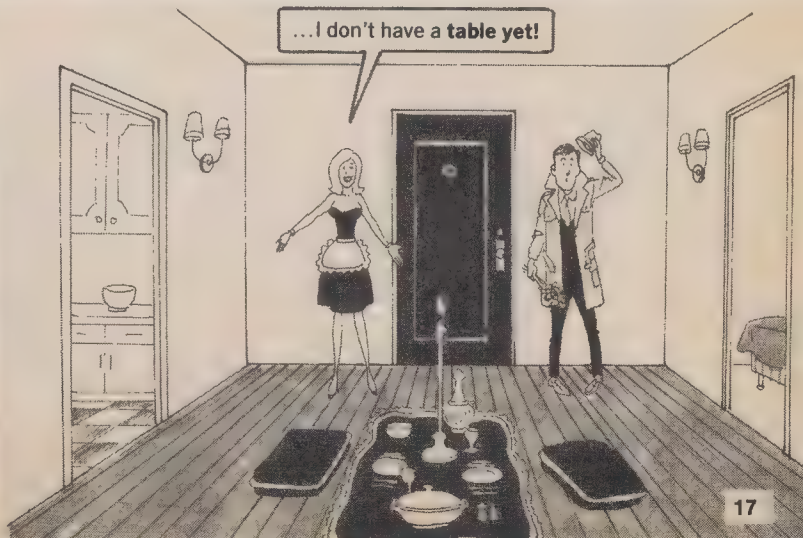


NEW APARTMENTS

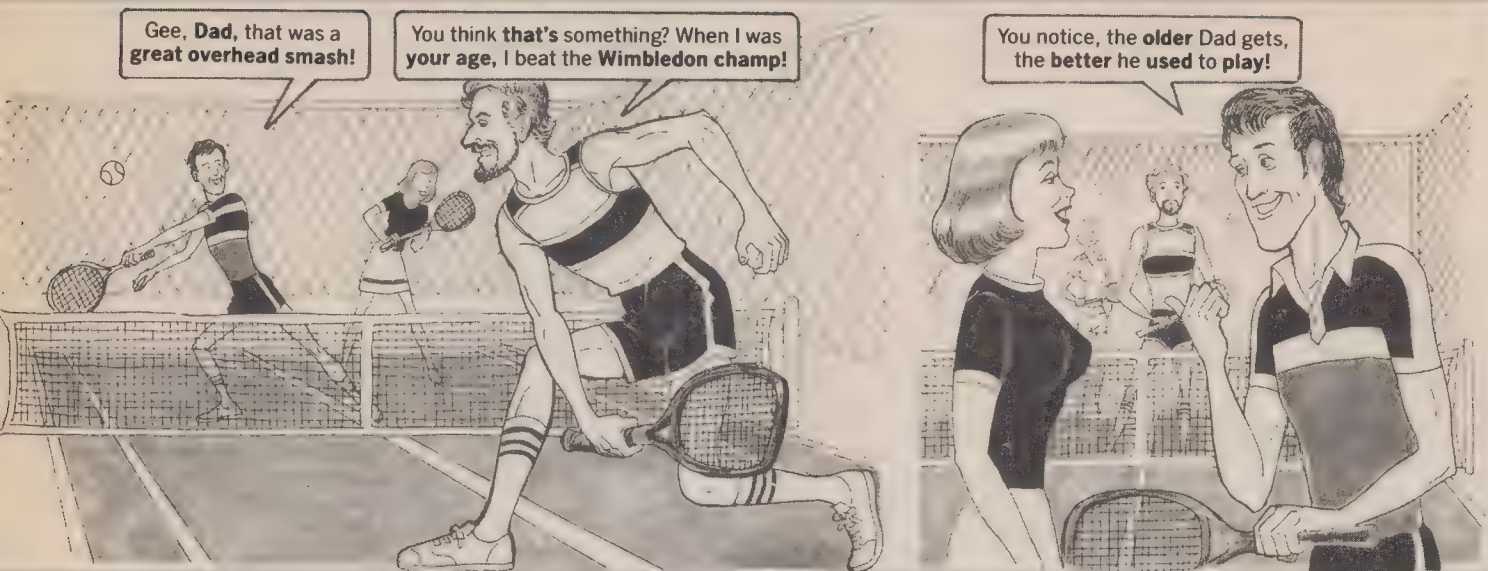
So you finally did it, Maria! Your own place! I'll bet your parents thought you'd never survive on your own!

You know it! Especially my mom! She said, "Once a slob, always a slob!" But I said, "In my own apartment you'll be able to eat off the floor!" And I was right...

...I don't have a table yet!



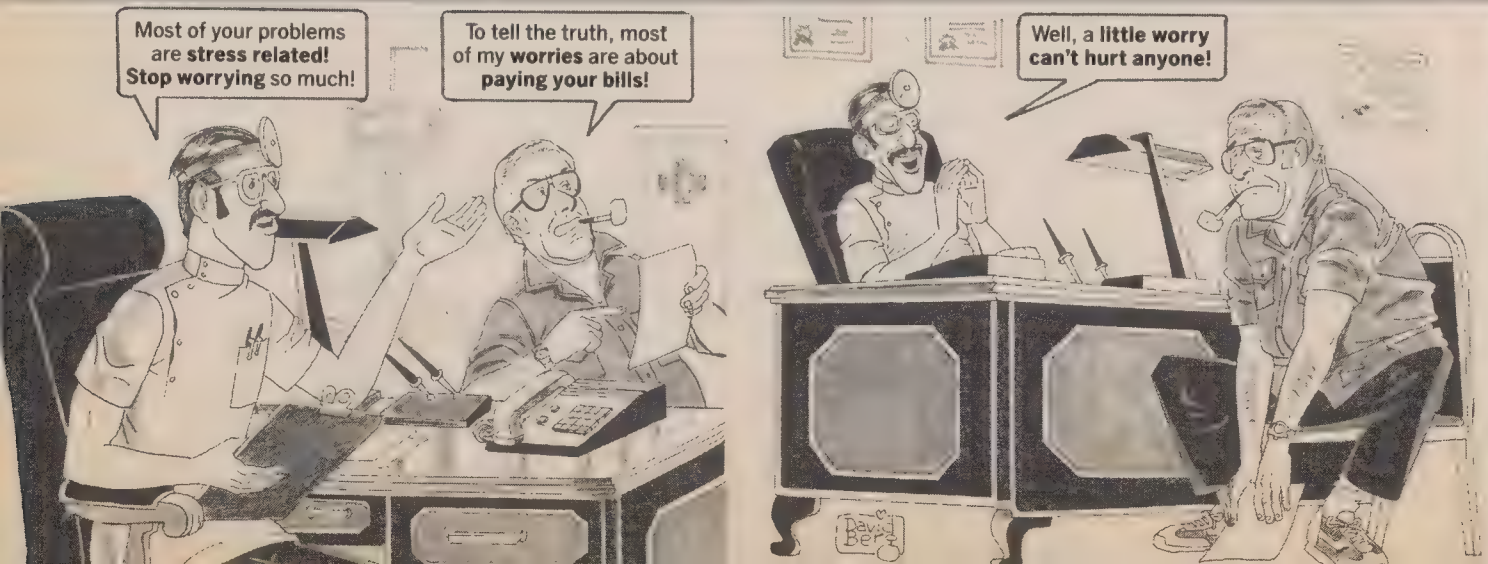
YOUTH



WISDOM

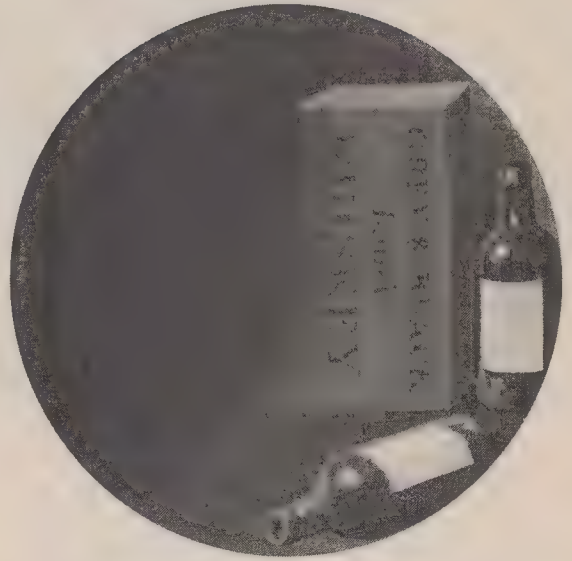


DOCTORS



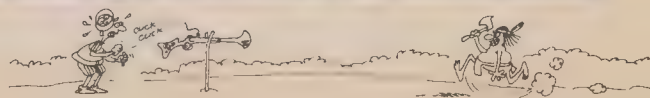
Art historians have discovered many interesting details while examining the under-painting of famous canvases, but Mad, as usual, has gone deeper! We always sink to the lowest possible depths in art and literature, as we shall prove with the following presentation of our discoveries of...

HIDDEN DETAILS IN ART



The painting commonly referred to as "Whistler's Mother" may very well be the work mentioned in the artist's diary, "Mom on the Sauce" that many historians consider "lost." We submit our findings as anywhere from 80 to 100% proof!

When you poke around a round of poker you're liable to find some "slight of hand" at work! It may be no big deal, but we thought we'd give you the inside straight dope on "Cool Hand" Cezanne and let the chips fall where they may!





What gives the "Syndics of the Cloth Guild" those beady eyes? Did Rembrandt capture the expressions of these men of the cloth game observing some women of the cloth-less game, or is the naked truth that they were disturbed at how a new top-less fashion trend would cleavage their income in two!



This is a prime example of conservative art. Liberal art historians, however, have found a "zing around the collar" in this famous depiction of a farmer who has just been asked to "fork" over women's rights and mend the ERA of his ways!





Da Vinci was an artist and an inventor. Is it possible that he was more ahead of his time than we thought, and created something that made Mona a "head" of her time?



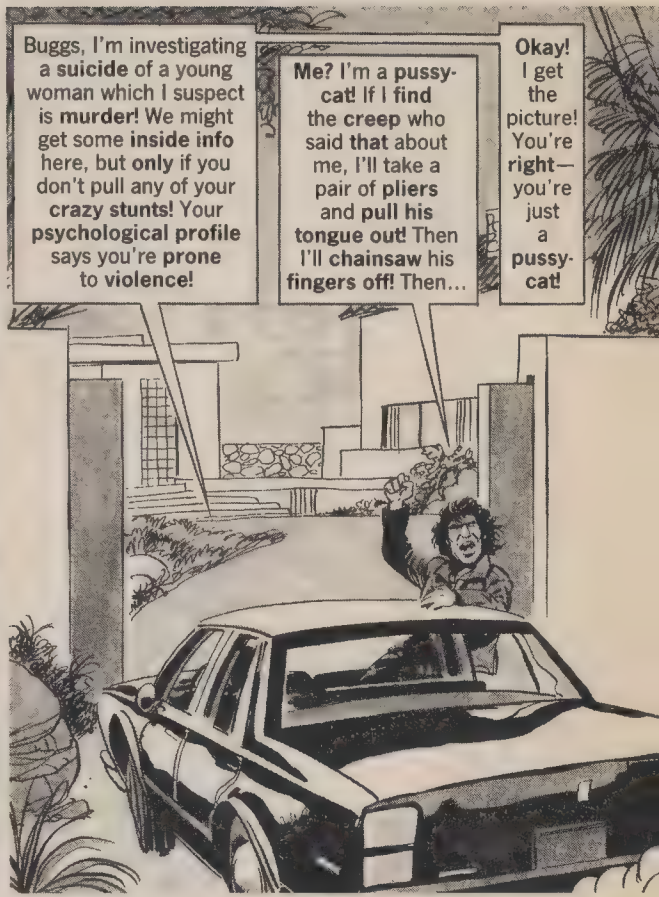
"Just what exactly are those people doing?" has been the question most asked about this famous masterpiece. Most experts have answered, "Who knows?" A few experts have answered, "Who cares!" The true answer may lie in the oft-quoted phrase, "One *pitcher* is worth a thousand words!"



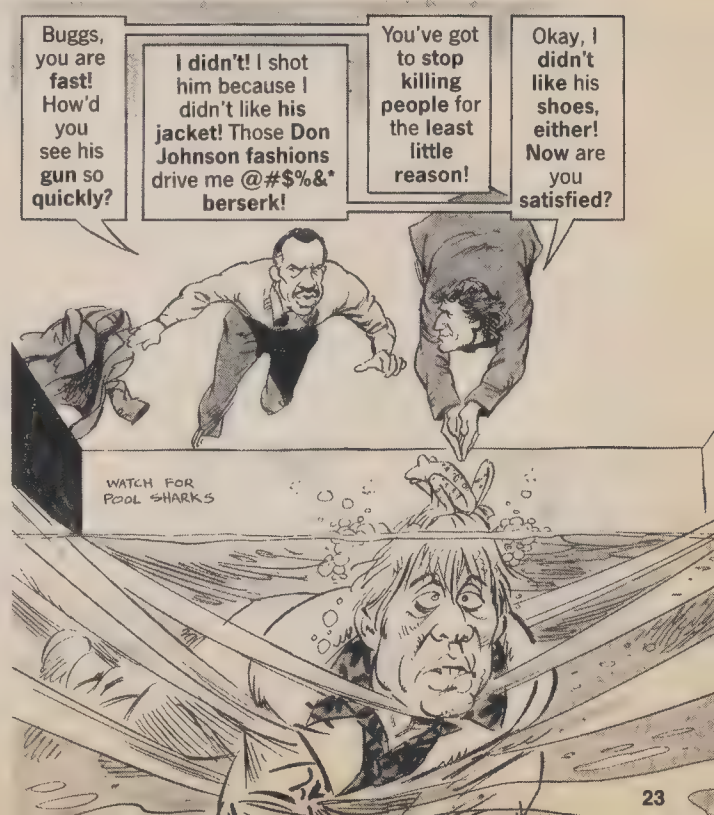
Statute 4, Paragraph 1 of the State Penal Code concerns itself with the intentional destruction of life, while Para. 3 deals with the willful destruction of property. Unfortunately it doesn't seem to pertain to the cops, mainly the ones in the following movie, who do a bang-up job of...



LEGAL WRECKIN'



ARTIST: ANGELO TORRES WRITER: DICK DeBARTOLO



I'll bet it's been a long time since you've had a home-cooked meal, Buggs!

It has! And if this is what I've been missing, it's gonna be an even longer time before I have another one!

So what do you think of my sophisticated wife and my fun-loving kids?

It's like dinner at the Cosbys' without all the one-liners!

You call yourself a crack shot? I fired six shots and hit the bull's eye six times!

So big deal! I fired six shots and wounded six people right here at the target range!



Dammit, Buggs, that's where Salamanda, a friend of the dead girl lived! They got to her before we did!

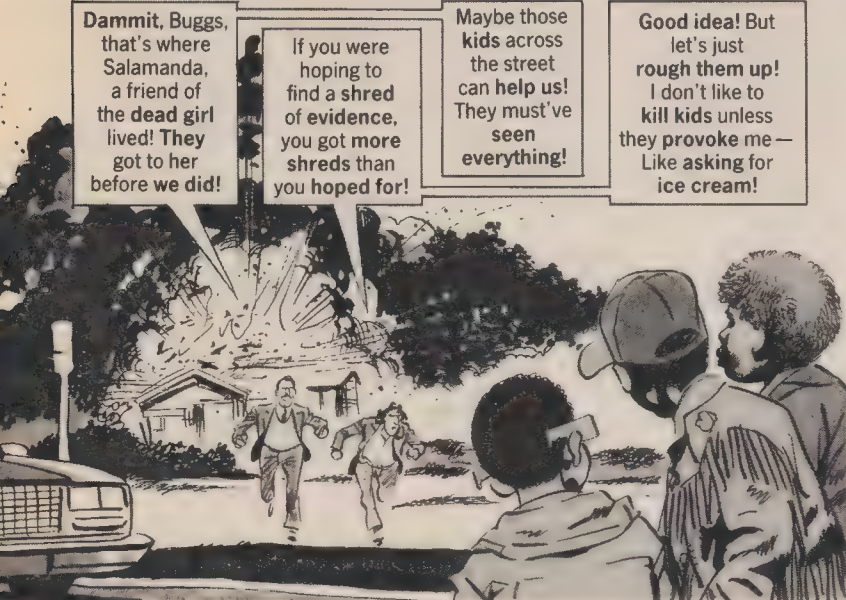
If you were hoping to find a shred of evidence, you got more shreds than you hoped for!

Maybe those kids across the street can help us! They must've seen everything!

Good idea! But let's just rough them up! I don't like to kill kids unless they provoke me—Like asking for ice cream!

Hey, you guys, can you tell us what you saw before the explosion?

Sure! This guy was dressed like a gas company meter reader, but he didn't fool me—I saw his tattoo! He belongs to Operation Shallow, the secret C.I.A. unit operating under the phoney Air-go America banner, which we all know is actually a front for a big cocaine ring made up of former Vietnam vets!



Right! Salamanda, of course, was murdered, and covered up as a suicide! She's Bunksacker's daughter, and you'd have to be blind not to see her old man's bank served as a "laundry" for the drug cash! And then...

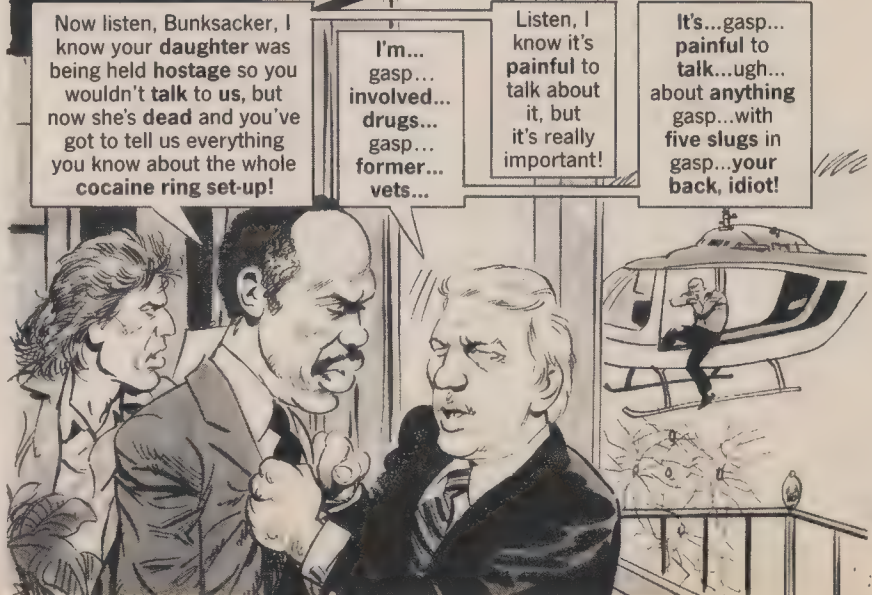
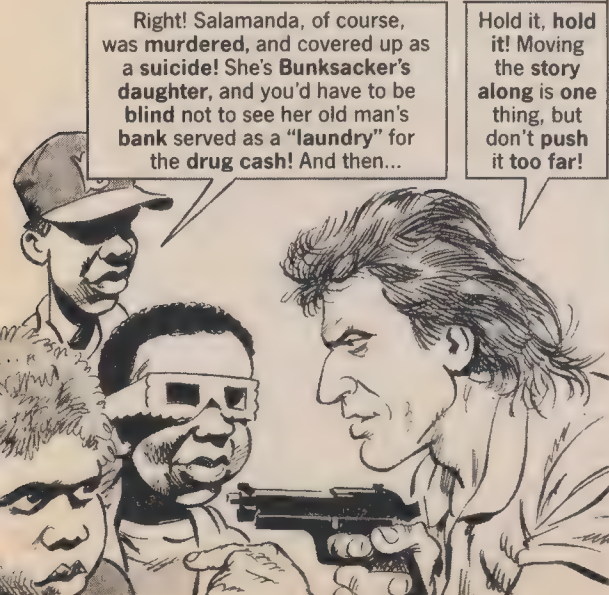
Hold it, hold it! Moving the story along is one thing, but don't push it too far!

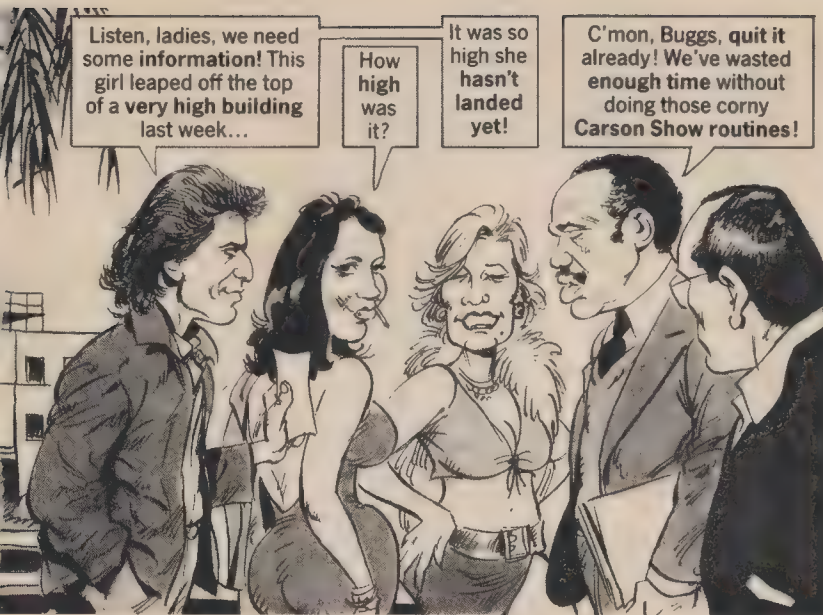
Now listen, Bunksacker, I know your daughter was being held hostage so you wouldn't talk to us, but now she's dead and you've got to tell us everything you know about the whole cocaine ring set-up!

I'm... gasp... involved... drugs... gasp... former... vets...

Listen, I know it's painful to talk about it, but it's really important!

It's...gasp... painful to talk...ugh... about anything gasp...with five slugs in gasp...your back, idiot!





Listen, ladies, we need some information! This girl leaped off the top of a very high building last week...

How high was it?

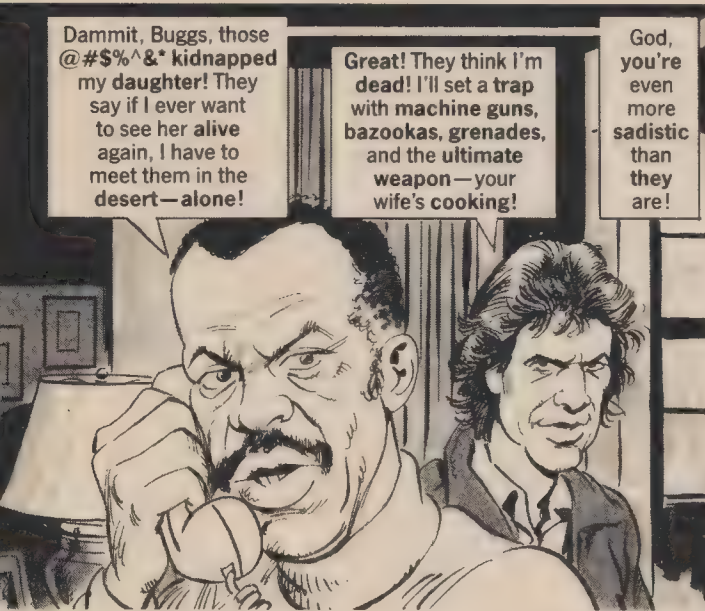
It was so high she hasn't landed yet!

C'mon, Buggs, quit it already! We've wasted enough time without doing those corny Carson Show routines!



They shot Bunksacker and now they're after us! You just took ten shots in the chest, but you're not even bleeding! Good thing you're wearing your bulletproof vest!

I'm not! My laundry always uses too damn much starch in my shirts, but this time it paid off!



Dammit, Buggs, those @#\$%^&* kidnapped my daughter! They say if I ever want to see her alive again, I have to meet them in the desert—alone!

Great! They think I'm dead! I'll set a trap with machine guns, bazookas, grenades, and the ultimate weapon—your wife's cooking!

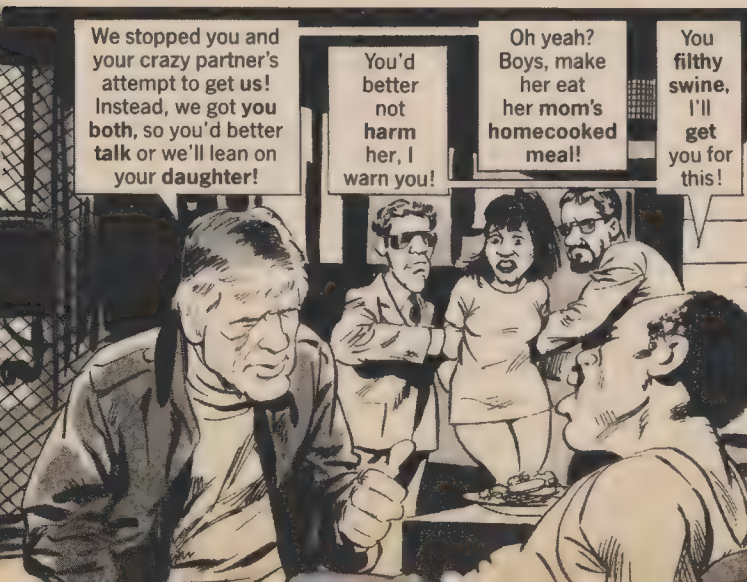
God, you're even more sadistic than they are!



Let my daughter go or I'll pull the pin on this grenade and blow us all to bits!

You wouldn't dare, Martyr!

Why not? I've led a full life—I turned 90 today!

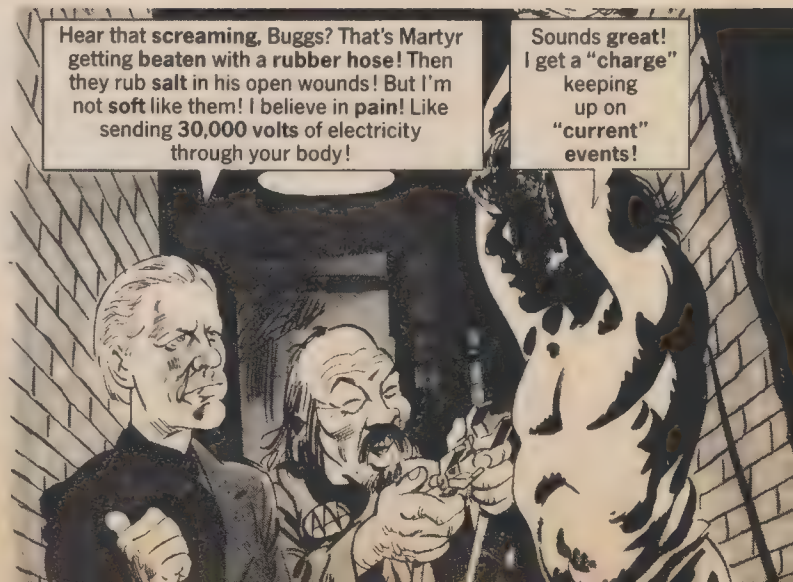


We stopped you and your crazy partner's attempt to get us! Instead, we got you both, so you'd better talk or we'll lean on your daughter!

You'd better not harm her, I warn you!

Oh yeah? Boys, make her eat her mom's homecooked meal!

You filthy swine, I'll get you for this!



Hear that screaming, Buggs? That's Martyr getting beaten with a rubber hose! Then they rub salt in his open wounds! But I'm not soft like them! I believe in pain! Like sending 30,000 volts of electricity through your body!

Sounds great! I get a "charge" keeping up on "current" events!

I can't believe it! They sent 30,000 volts through you — and you were still able to escape? How did you do it?

Fortunately, there was a blackout!

Blackout? How can that be? The lights are still on in here!

They're running off my body voltage!

Dad, those guys are getting away!



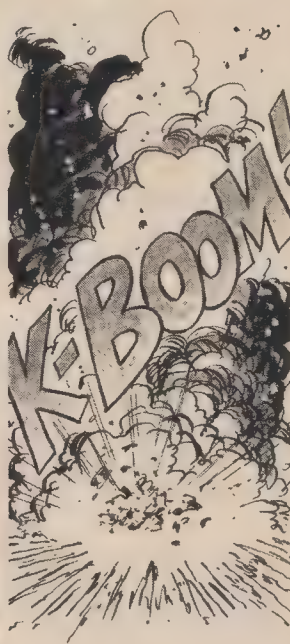
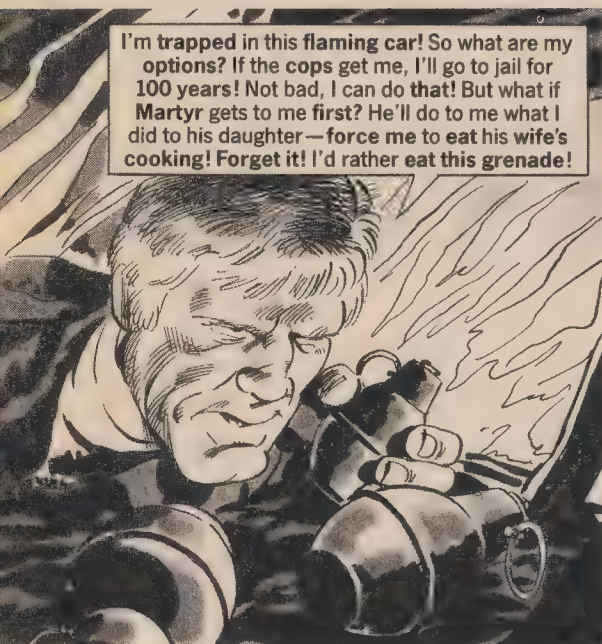
Buggs, you can cut them off at Santa Monica!

The bad guys are in a speeding car and the cops are going to cut them off on foot?

With freeway traffic the way it is, he won't even have to walk fast to cut them off!

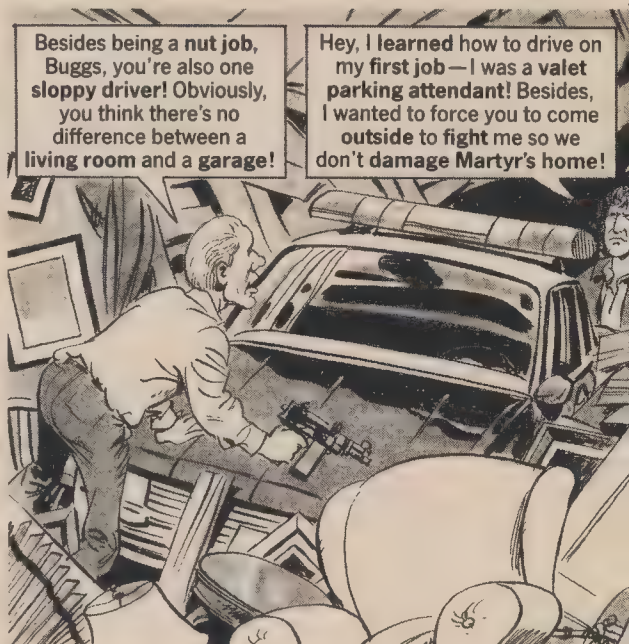


I'm trapped in this flaming car! So what are my options? If the cops get me, I'll go to jail for 100 years! Not bad, I can do that! But what if Martyr gets to me first? He'll do to me what I did to his daughter — force me to eat his wife's cooking! Forget it! I'd rather eat this grenade!



Besides being a nut job, Buggs, you're also one sloppy driver! Obviously, you think there's no difference between a living room and a garage!

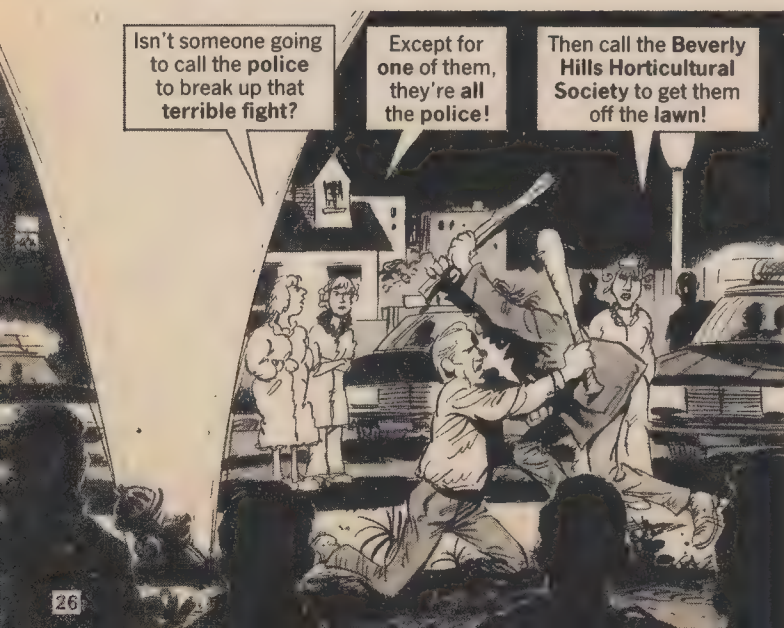
Hey, I learned how to drive on my first job — I was a valet parking attendant! Besides, I wanted to force you to come outside to fight me so we don't damage Martyr's home!



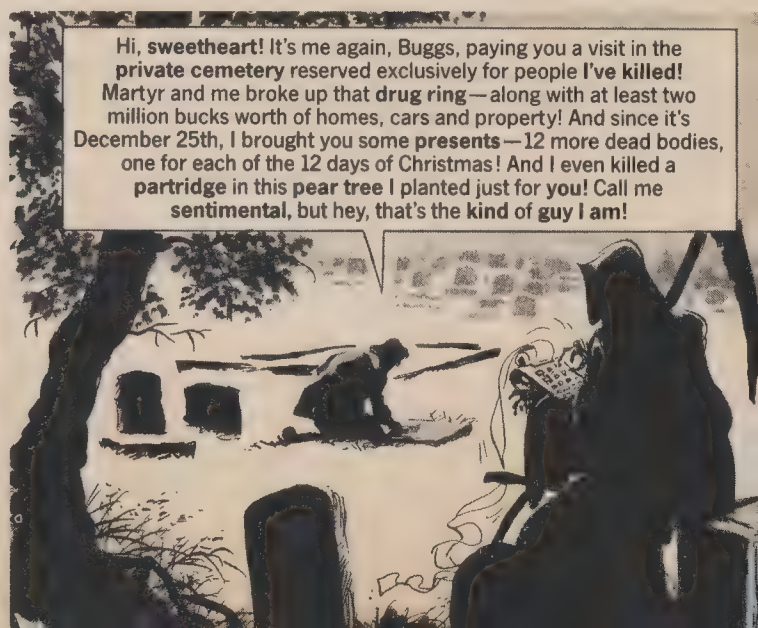
Isn't someone going to call the police to break up that terrible fight?

Except for one of them, they're all the police!

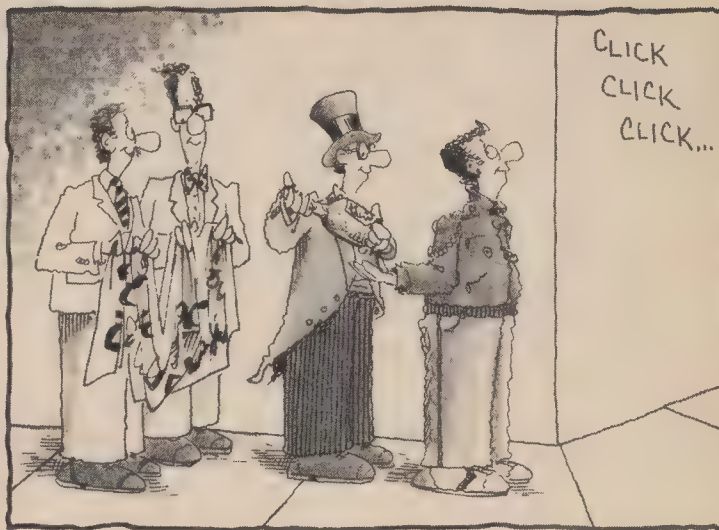
Then call the Beverly Hills Horticultural Society to get them off the lawn!



Hi, sweetheart! It's me again, Buggs, paying you a visit in the private cemetery reserved exclusively for people I've killed! Martyr and me broke up that drug ring — along with at least two million bucks worth of homes, cars and property! And since it's December 25th, I brought you some presents — 12 more dead bodies, one for each of the 12 days of Christmas! And I even killed a partridge in this pear tree I planted just for you! Call me sentimental, but hey, that's the kind of guy I am!



DRAMA ON PAGE 27



ARTIST AND WRITER: JOHN CALDWELL



Each of us occasionally gets the feeling that the world has lost its sanity and is coming unglued. Younger people probably get that feeling most often because they have not yet lived long enough to see that each new wave of impractical innovation

THE MORE THINGS CHANGE, THE

IN THE 50's...

...it was 10¢ coffee.

IN THE 60's...

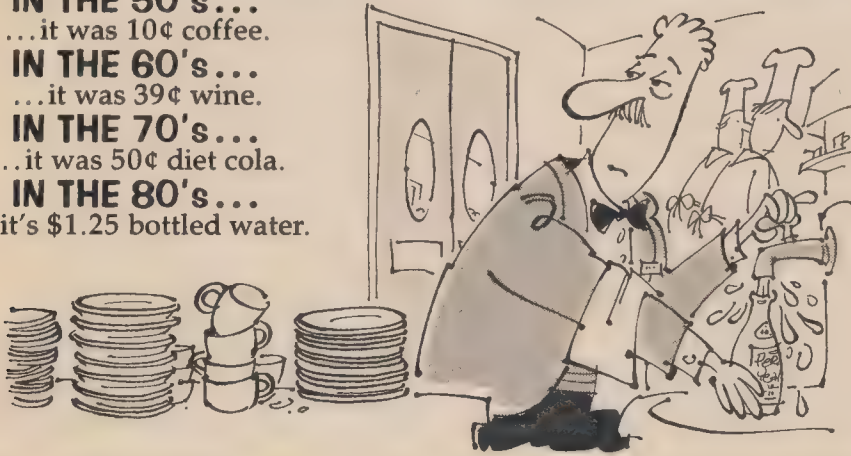
...it was 39¢ wine.

IN THE 70's...

...it was 50¢ diet cola.

IN THE 80's...

...it's \$1.25 bottled water.



IN THE 50's...

...it was Sid Caesar on NBC.

IN THE 60's...

...it was Ed Sullivan on CBS.

IN THE 70's...

...it was Howard Cosell on ABC.

IN THE 80's...

...it's Marilyn Chambers on VCR.



IN THE 50's...

...it was logs on fire at football rallies.

IN THE 60's...

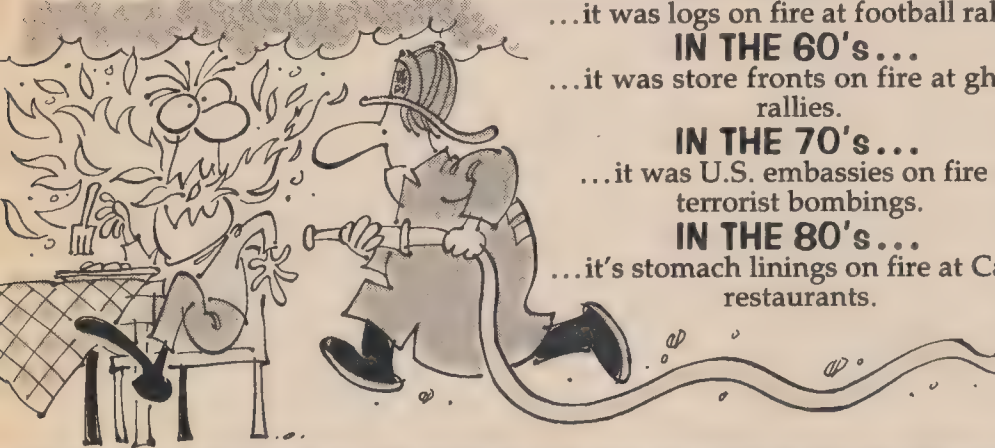
...it was store fronts on fire at ghetto rallies.

IN THE 70's...

...it was U.S. embassies on fire at terrorist bombings.

IN THE 80's...

...it's stomach linings on fire at Cajun restaurants.



IN THE 50's...

...it was Abbott and Costello.

IN THE 60's...

...it was Rowan and Martin.

IN THE 70's...

...it was Mork and Mindy.

IN THE 80's...

...it's Reagan and Bush.



IN THE 50's...

...it was bizarre Beatniks.

IN THE 60's...

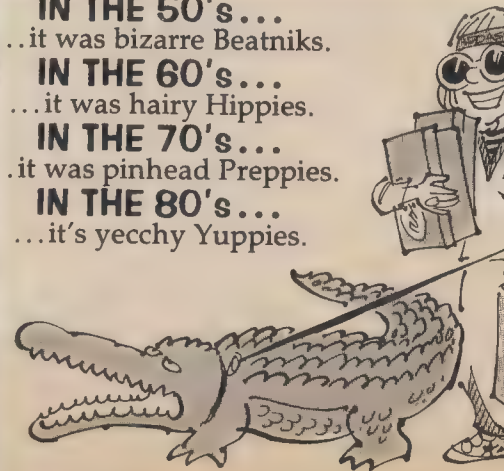
...it was hairy Hippies.

IN THE 70's...

...it was pinhead Preppies.

IN THE 80's...

...it's yecchy Yuppies.



eventually runs its course and then fades away to make room for another one. Well, take heart from the voice of experience! MAD is well into its fourth decade of observing fads and folly in every form. That's why we can offer you this guarantee:

THE MORE THEY STAY THE SAME

ARTIST: PAUL COKER

WRITER: TOM KOCH



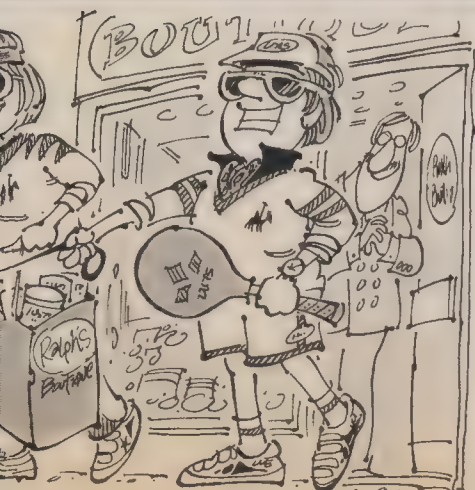
IN THE 50's...
...it was "I Love Lucy."
IN THE 60's...
...it was "Here's Lucy."
IN THE 70's...
...it was "The Lucy Show."
IN THE 80's...
...it's "I Love Lucy" reruns.



IN THE 50's...
...the fashionable colors were pink and turquoise—just like the new DeSotos.
IN THE 60's...
...the fashionable colors were gray and moldy green—just like a flower child's ankles.
IN THE 70's...
...the fashionable colors were almond and avocado—just like the new food processors.
IN THE 80's...
...the fashionable colors are pink and turquoise—just like Don Johnson's new wardrobe.



IN THE 50's...
...it was cruising in an Edsel.
IN THE 60's...
...it was spacing out in a VW.
IN THE 70's...
...it was sputtering along on a moped.
IN THE 80's...
...it's pedaling nowhere on an exercycle.



IN THE 50's...
...it was "25¢ Cheap!"
IN THE 60's...
...it was "35¢ Cheap!"
IN THE 70's...
...it was "90¢ Cheap!"
IN THE 80's...
...it's "\$1.35 Cheap!"

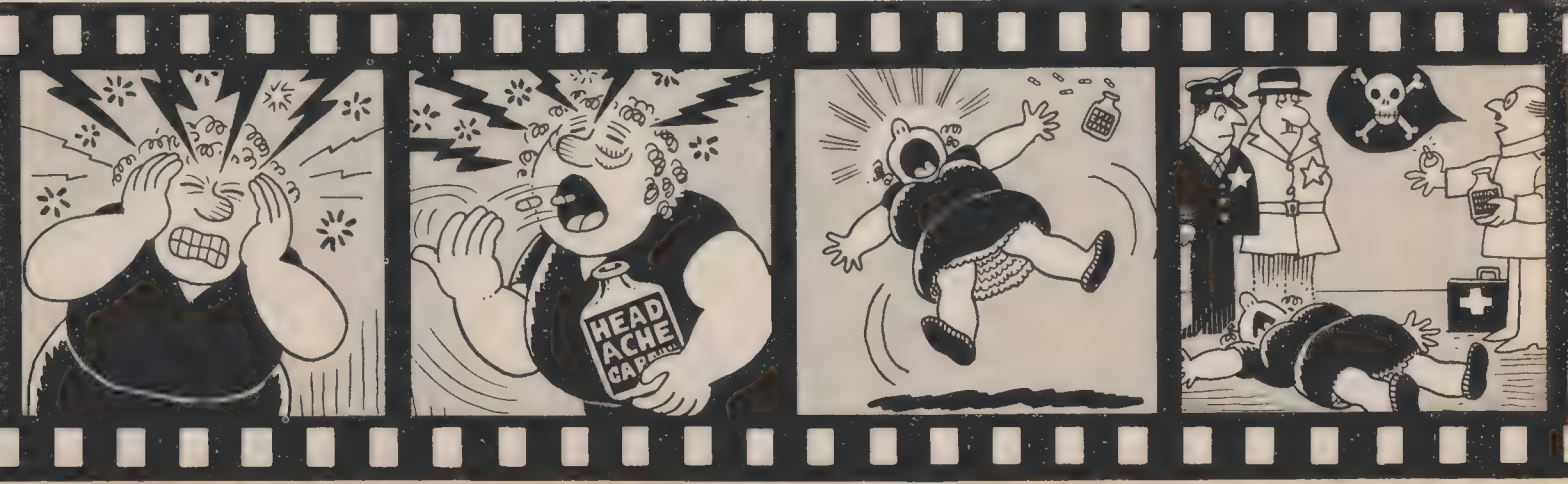
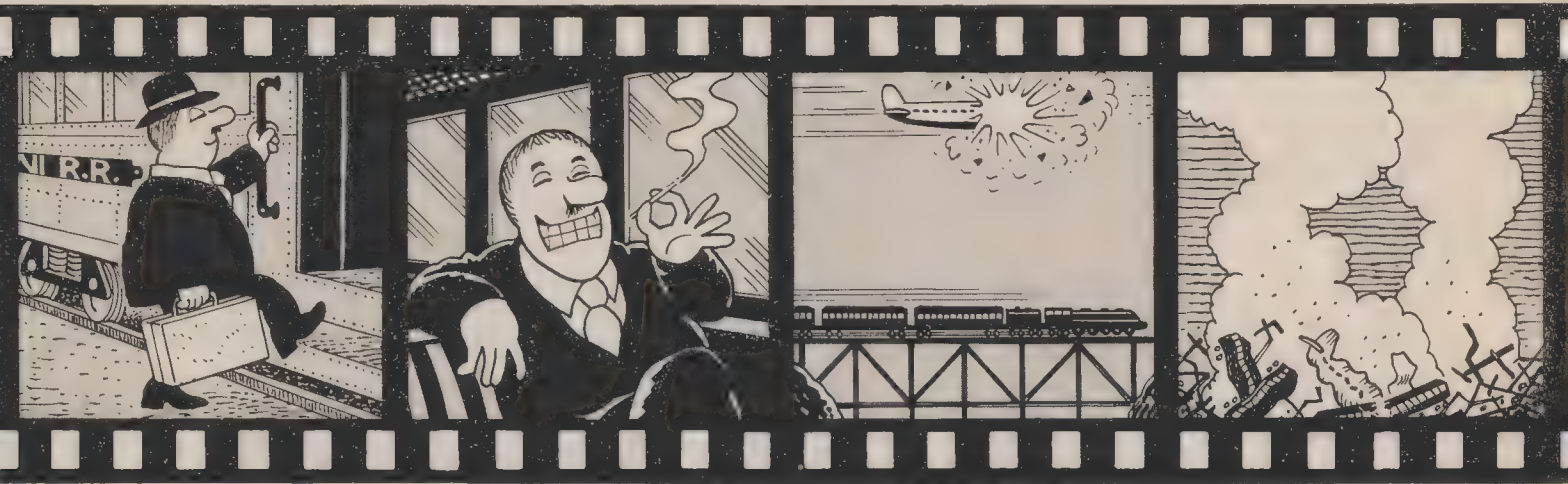


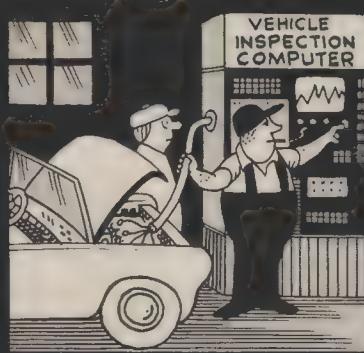
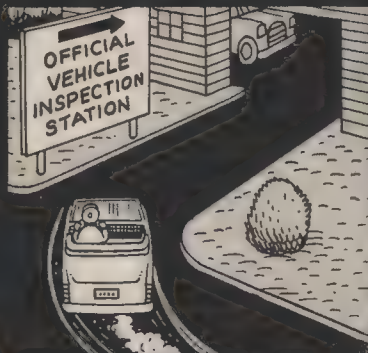
MAD MINI-MOVIES

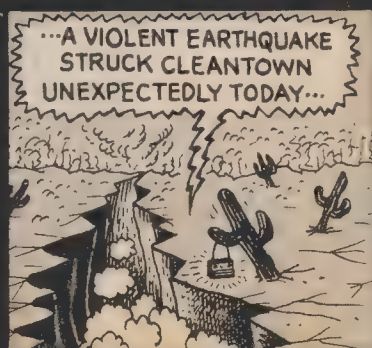
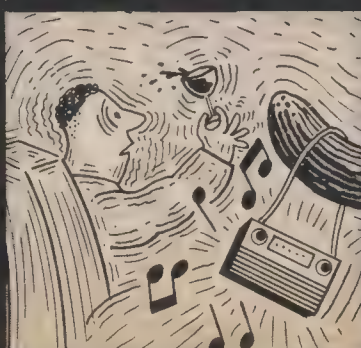
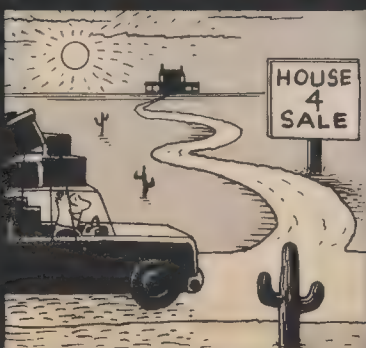
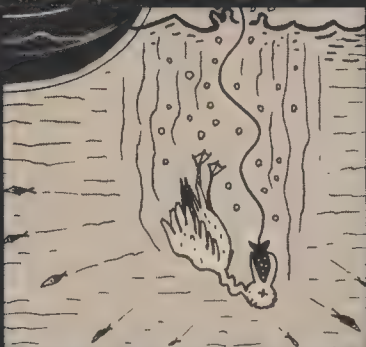
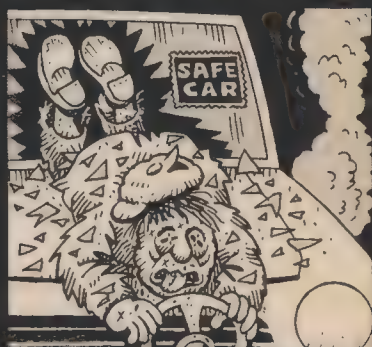
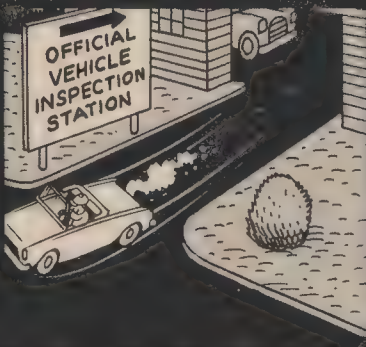
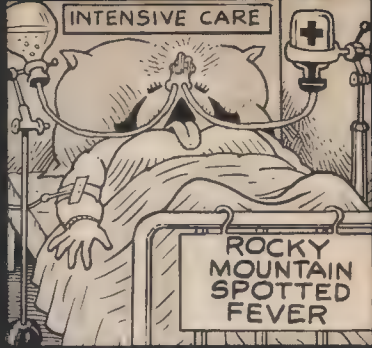
Featuring The Fickle Finger Of Fate

ARTIST & WRITER: AL JAFFEE









MERCHANDISING that HOLLYWOOD m



SPIN-OFFS issued out on



ARTIST: BOB CLARKE

WRITER: MIKE SNIDER

GREMLINS

MICRO-WAVE
OVEN CLEANER



From an Ancient
Chinese Formula!

Nightmare

ON ELM STREET

NO-DŌZ PILLS

YOU CAN'T GO TO SLEEP
... 'CUZ FREDDY'S BACK!

R2D2
TRASHCAN

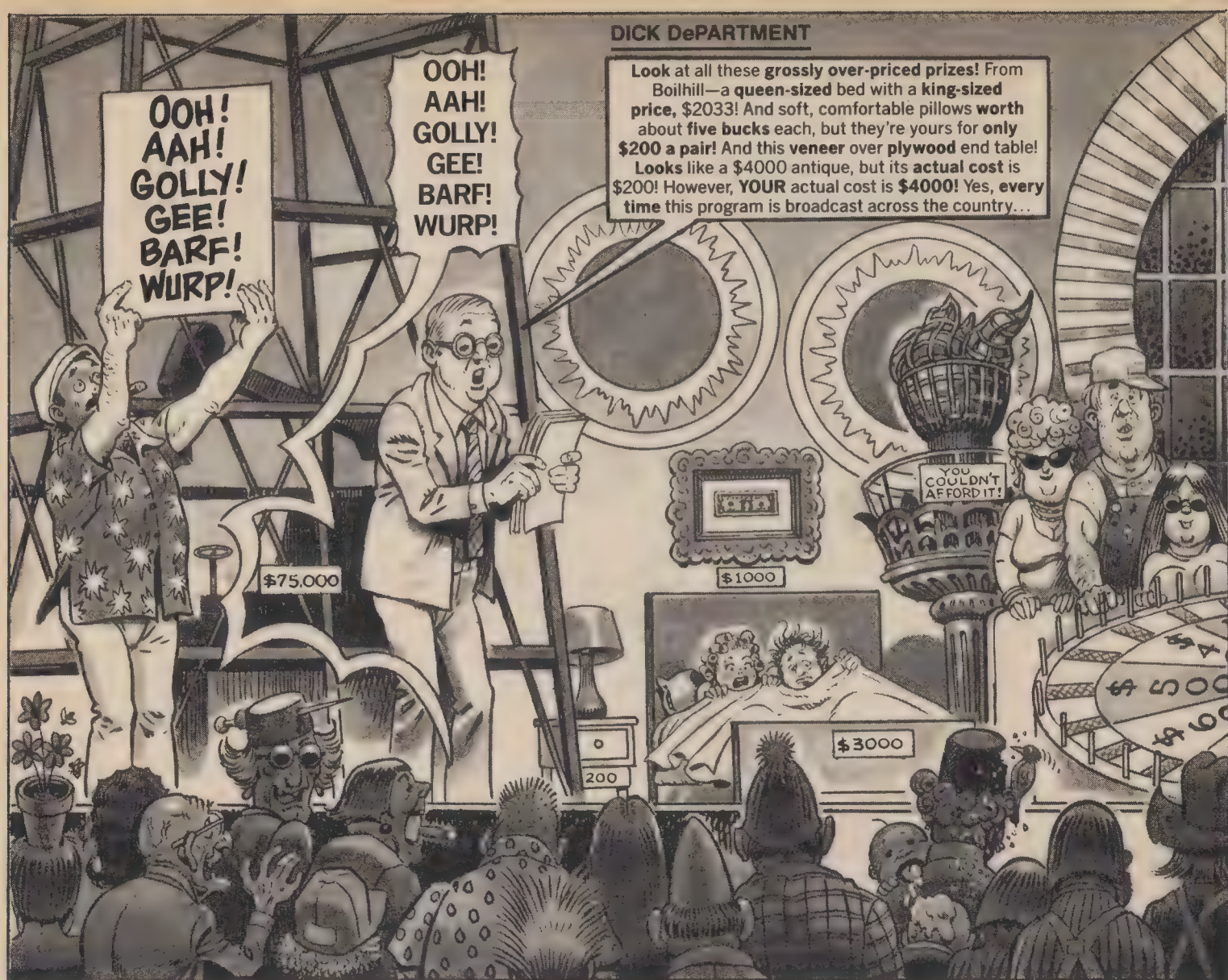
HELP KEEP
OUR UNIVERSE
CLEAN

IMPORTANT

Please read these instructions before turning page to begin MAD's special section of Games, Puzzles and Other Wastes of Time.

- 1. Carefully insert two AA batteries between pages 3 and 4. (If you wish to plug this issue into a wall outlet, you will require an additional purchase of a Haversham electrical converter, model D, which oddly enough, may be found in the Produce section of your local supermarket. It is usually between the Swiss chard and kiwis. By the way, don't eat the skin of the kiwis—it's been proven to cause rashes in Norwegian farmers. Also do not eat the kiwis and the Swiss chard together. It is a poor food combination. Most importantly, do not eat the Haversham converter.)**
- 2. Turn page and begin play.**

DICK DePARTMENT



Look at all these grossly over-priced prizes! From Boilhill—a queen-sized bed with a king-sized price, \$2033! And soft, comfortable pillows worth about five bucks each, but they're yours for only \$200 a pair! And this veneer over plywood end table! Looks like a \$4000 antique, but its actual cost is \$200! However, YOUR actual cost is \$4000! Yes, every time this program is broadcast across the country...

ARTISTS: WILL ELDER AND HARVEY KURTZMAN

WRITER: DICK DeBARTOLO

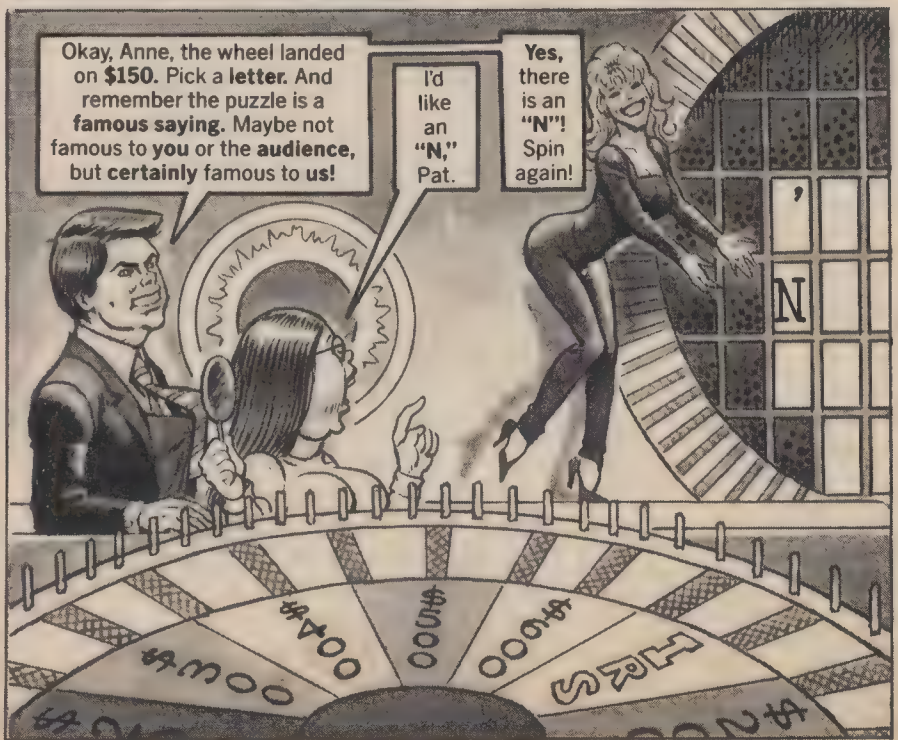
Our first contestant, Anne, will spin the wheel. The amount of money the wheel lands on is multiplied by the number of times the letter she picks is found in the puzzle. However, if we feel you're winning **too much** money, our computer will credit you with a **lower** amount. And remember, the **object** of the game is for the people at home to figure out the puzzle **before** a contestant does! That way they feel **superior** and will continue to tune in **eleven** times each week for their "ego fix"!



Okay, Anne, the wheel landed on \$150. Pick a letter. And remember the puzzle is a famous saying. Maybe not famous to you or the audience, but certainly famous to us!

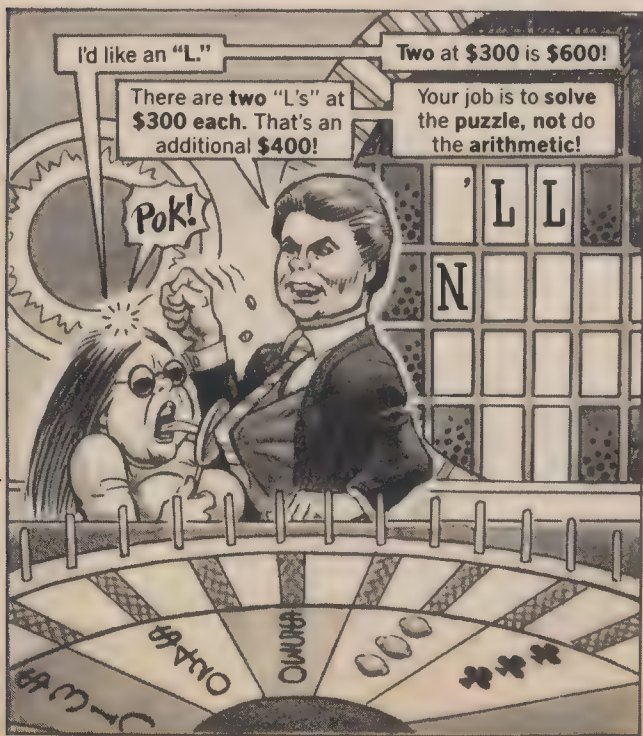
I'd like an "N," Pat.

Yes, there is an "N"! Spin again!





Hi, I'm Pat Somejerk, host of **We'll Make A Fortune!** This is the show that costs little to produce, takes little intelligence to play, has little for me or my lovely co-host Vanilla Wipe to do, but has so many plugs for our sponsors' products that **We'll Make A Fortune!** Since our game is nothing more than a rip-off of the old kid's game "**Hangman**," everyone already knows how to play, so let's get right to it!



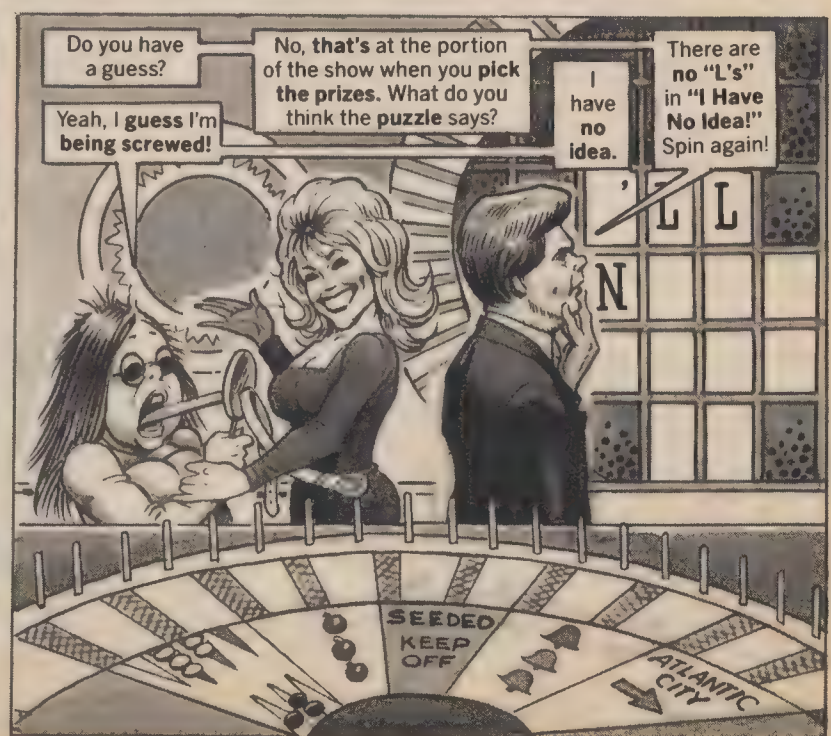
I'd like an "L."

There are two "L's" at \$300 each. That's an additional \$400!

Two at \$300 is \$600!

Your job is to solve the puzzle, not do the arithmetic!

Pok!



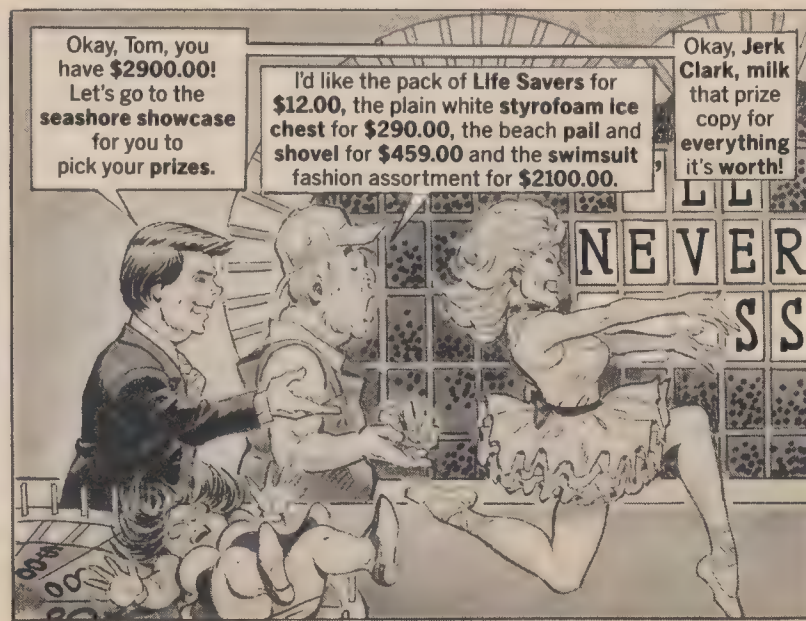
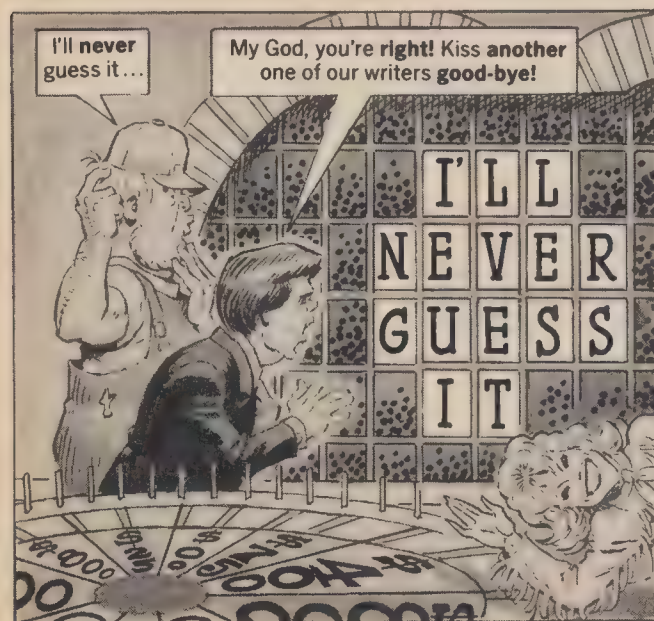
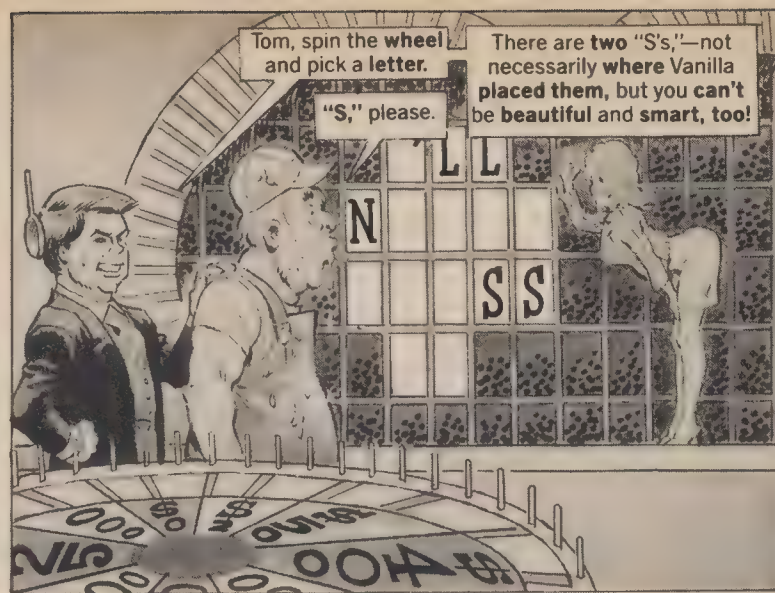
Do you have a guess?

Yeah, I guess I'm being screwed!

No, that's at the portion of the show when you pick the prizes. What do you think the puzzle says?

I have no idea.

There are no "L's" in "I Have No Idea!" Spin again!





Tom, they're **Life Savers!** Not just one kind, but a pack of **five different Tropical Fruit** flavors sealed in foil for freshness! Your cost, **\$12.00!**

And perfect for the beach, or even that **vacation on the Riviera**, should you happen to go there, it's this plain white **plastic ice chest**. Ideal for chilling **expensive champagne**, which is not included. Provided by the **internationally known F.W. Woolworth** retail establishment.

Also, this **two-tone metal beach pail** with **matching shovel**, imported from far-off **Taiwan**. Your cost, **\$495.00!** And finally, this elegant **simulated polyester swim-suit** collection, from the **last word** in fine fashion, **JC Penney**. Total cost of this fantastic seashore package: **\$2861.00!**

Back to you, Pat!



Wow! Is that some pile... of prizes, I mean! You also have **\$39** left over, and we'll put that on a **gift certificate** which, around here, will buy you some **sand** for your **beach pail!**

And now **Round Two!** We're adding something **new and original** to the wheel. This gorgeous **Pepperoni** and **Diamond Ring!** From **Ragu** and **Apel!** This incredible blending of **meat** and **gems** can be yours for our price of **\$100,000!**



Mary, your spin. The puzzle is a **"saying."** And we'll give you an additional clue. It isn't in English!

Good! I landed on **Broadwalk**. I'll spin again and try for **Park Place!**

Wait a second! Someone's been **screwing** with the wheel! Just pick a letter!



"T," please.

The letter "T," Pat!

I'm sorry, Mary, no **coffee, milk** or **tea** during the program. You should've eaten before!

There are two **"T"s**... or I guess you could say, **"T's for Two!"** I try and say something **clever** once a week, and that was it! And just in time! That's the **end-of-game buzzer!**

BUZZ!



I'd like to **buy** a **vowel**, **fast!**

If we're out of time, I'll **buy** all the **vowels!**

Why mess around? I'll **buy** the **answer!**

Please! Not too much **excitement!** This isn't **The Price Is Right!**



Mary, you asked for a vowel first. Which one would you like?

"O," please.

Wow! First time in the history of the program an "E" wasn't picked! Vanilla is so used to contestants picking "E's" that she's given you both the "O's" and "E's"! And...whoops! Vanilla has turned over several other letters by accident while she was looking for the "O's" and "E's"! Have a guess?



Is it the very popular Latin phrase, "Caveat Emptor"?

Yes it is! Caveat Emptor or "Let The Buyer Beware!" Speaking of which, let's pick your prizes in the Office Showcase.

I'd like the silvery-colored stapler for \$200, the matching staples for \$59, and the scotch tape dispenser for \$29. Also, the oak waste paper basket for \$1005. And the remaining \$6 I'll put towards a gift certificate for glue.



Well, that's our show! But Vanilla, we have a minute to chat here. People often ask, is Vanilla's life-long dream just to point to the letters on the puzzle board?

Oh, no, Pat! I want to go on to more exciting things! I hope to one day work in Washington and point to famous Senators or maybe even do investigative reporting and point to some hazardous toxic waste dumps.

And to think some people say you're shallow!



Mr. Hughes, today you won the Life Savers, the pail and shovel, the ice chest and the bathing suits.

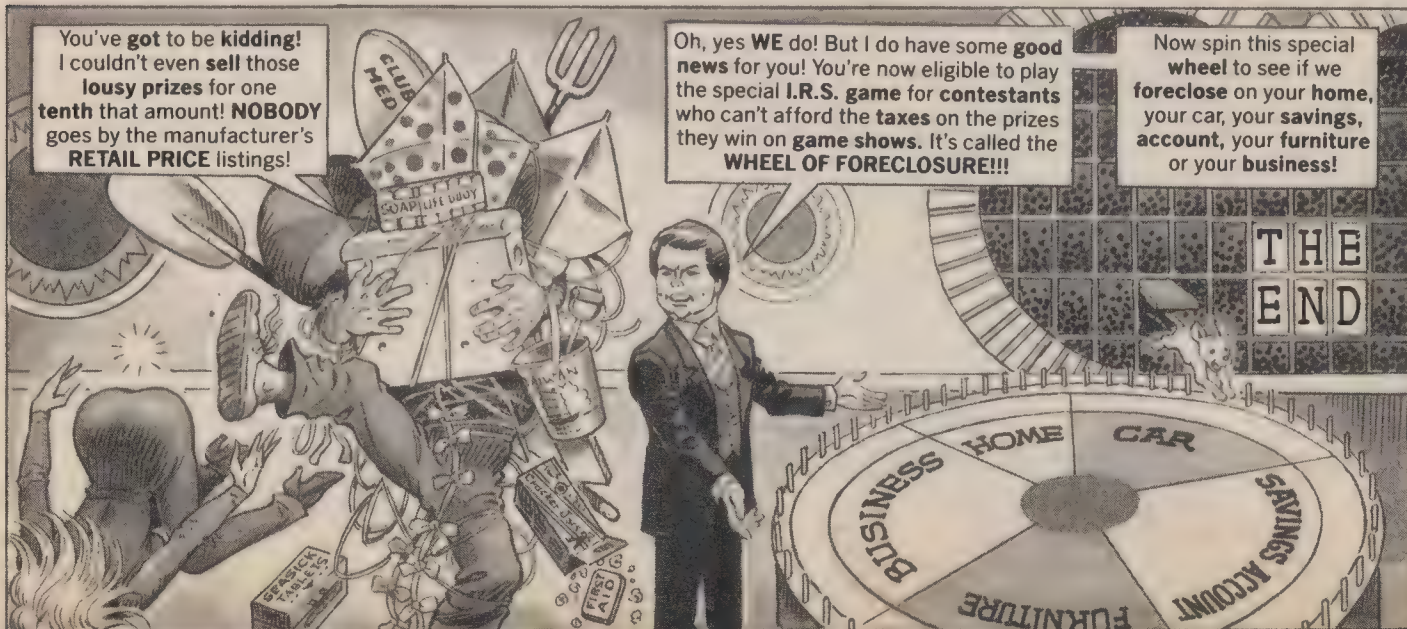
That's in addition to winning the Kite Collection and String Ensemble yesterday. Well, at the show's RETAIL VALUE of \$4861, you owe the Internal Revenue Service \$1180 in taxes!



You've got to be kidding! I couldn't even sell those lousy prizes for one tenth that amount! NOBODY goes by the manufacturer's RETAIL PRICE listings!

Oh, yes WE do! But I do have some good news for you! You're now eligible to play the special I.R.S. game for contestants who can't afford the taxes they win on game shows. It's called the WHEEL OF FORECLOSURE!!!

Now spin this special wheel to see if we foreclose on your home, your car, your savings, account, your furniture or your business!



THE END

Announcing
**THE CRANK'EM OUT MINT
PROFESSIONAL WRESTLING CHESS SET**



ARTIST: HARRY NORTH

WRITER: JOHN FICARRA



Turn the
page for information on
how you can own these richly-detail-
ed sculptures of the Great American Heroes of the Squared Circle!



**"Rowdy" Roddy Piper
KING**



**Hulk Hogan
KING**



**Miss Elizabeth
QUEEN**



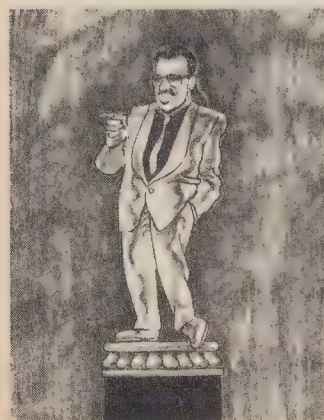
**"Captain" Lou Albano
BISHOP**



**"Adorable" Adrian Adonis
QUEEN**



**"Classy" Freddie Blassie
BISHOP**



**Jimmy Hart
BISHOP**



**Nikolai Volkoff
KNIGHT**



**The Iron Sheik
KNIGHT**



**Big John Studd
ROOK**

CHESS—THE TIME HONORED GAME of the great thinkers! And Professional Wrestling—the game for people who don't think too much! Brought together here for the first time!

The Crank'em Out Mint, dedicated to putting an unwanted bill or parcel into the mailbox of every American, every day for the rest of their lives, is proud to unveil this exciting new Professional Wrestling Chess Set.

CRAFTED WITH ACCURACY AND DETAIL

This extraordinary chess set is crafted to the most unbelievable of standards. The shell of each piece is painstakingly cast in 100% man-made synthetic material and then completely filled with genuine air—the same air found in wrestling arenas around the greatest wrestling country in the world, the United States Of America!

Every evil sneer, bulging bicep, tacky costume and concealed weapon has been depicted with uncompromising accuracy. Every disgusting drop of sweat and trickle of blood has been richly captured by our artists and master craftsmen—many of whom sweat and bleed themselves!

As a result, the Crank'em Out Mint's Professional Wrestling Chess Set is a magnificent collection! A triumph over those who said it couldn't be done and over the millions more who said it shouldn't be done!

Each of the wrestling chessmen are distinctly different. Some are kneeling, others strutting,

still others grimacing in pain (after having just landed on their heads). All are specifically scaled in such a way so that it is *almost* clear which function they are to assume in an actual chess match, adding even more excitement to this otherwise boring game!

A specially written pamphlet, "Wrestling Chess Notation Made Easy," explains how to keep track of your moves:

Q. Th B. ch = "Queen Toe-holds Bishop, Check"
N. Dk R. ch, tc, M! = "Knight Drop-kicks Rook, Check (Three Count) Mate!"

And so on. All made easy with our exclusive pamphlet!

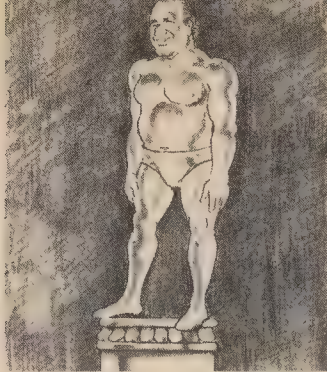
AN UNBELIEVABLE ADDITION TO ANY CLOSET OR GARAGE

In addition, the deliberately over-padded chess-board mat is completely surrounded by ropes and ring posts, further blurring the line between the two games.

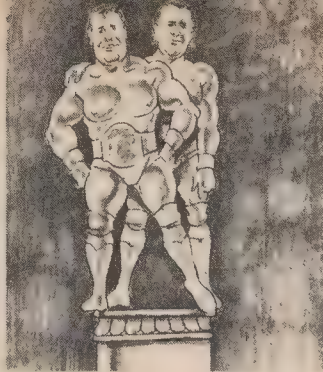
Imagine the fun you and your family will have with this incredible offer. Hour after hour of wrestling chess fun! Only, unlike real pro wrestling, you won't know the outcome of the chess match before it begins! Exhibited on a shelf or an old milk crate, this is a possession guaranteed to provoke emotions among all who make their way into your garage or unfinished basement!

BE SURE TO ACT BEFORE NOVEMBER 1

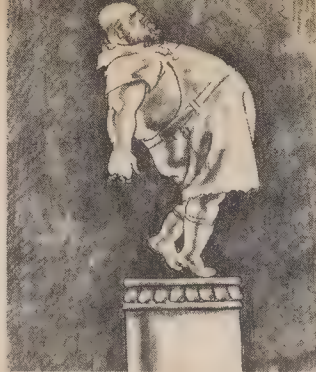
The subscription rolls are now open. This wrestling chess set may be obtained by direct sub-



**Bruno Sammartino
BISHOP**



**British Bulldog
KNIGHT**



**Uncle Elmer
ROOK**



**Hillbilly Jim
ROOK**

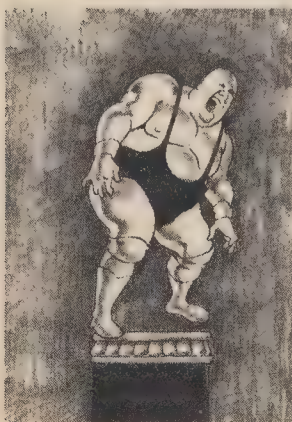
scription only and, unlike our last three collection offers, will not be available in manufacturer close-out stores within a matter of weeks. For absolutely no reason whatsoever, **WE URGE YOU TO ACT BEFORE NOVEMBER 1!**

HOW IT WORKS

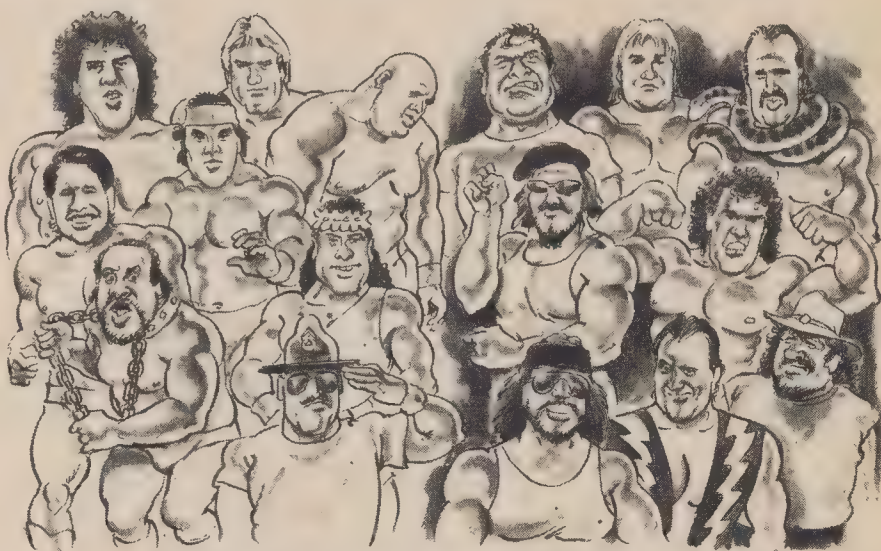
Wrestling chessmen will be sent to you once a week for the rest of your life. (In the event of your death, we reserve the right to ship the remainder of the set in bulk to be buried with you and bill your heirs accordingly.) You will be billed \$29.95 for each piece shipped, even if it was not necessarily shipped to you. In addition, there is a \$9.37 per piece charge for postage and handling, which you can save if you elect to personally pick up your wrestling chessmen each week at our foundry in Osaka, Japan. You may cancel your subscription at any time; however, that will not deter us from continuing to ship and bill you. Like the Iron Sheik's infamous "Camel Clutch," our hold on you is painful, indefensible and impossible to get out of.

To begin receiving your Wrestling Chess Set, send no money! Simply fill out the coupon below. You should know, however, that by having read the ad this far, we feel you are already under obligation, and you will most likely begin receiving chessmen whether you fill out the coupon or not. Therefore it is all the more important that you act before November 1!

Figures shown actual size.
(Your size may vary.)



**King Kong Bundy
ROOK**



THE PAWNS *White Tights*: King Tonga, George

"The Animal" Steele, Andre the Giant, The Junk Yard Dog, Ricky Steamboat, Tito Santana, Jimmy "Superfly" Snuka, Sgt. Slaughter!

Black Tights: The Magnificent Morocco, Jesse "The Body" Ventura, Brutus Beefcake, Greg "The Hammer" Valentine, Cowboy Bob Orton, Randy "Macho Man" Savage, Jake "The Snake" Roberts, Terry Funk!

The Crank'em Out Mint
Box P.K. -4
Boston Crab, Mass

SUBSCRIPTION APPLICATION

Please enter my subscription for the Crank'em Out Mint's Professional Wrestling Chess Set, consisting of at least 32 but not more than one thousand playing pieces.

I understand that a new wrestling chessman will be sent to me once a week forever; however, you reserve the right to increase the number of pieces sent to me at any time. I will be billed accordingly for each piece sent and will most likely be harassed and have my credit rating destroyed even if I pay each bill, however preposterous the amount, the moment it is received. I need not send any money now; however, I understand that it will become necessary to arrange to have my entire paycheck sent directly to you each week in the very near future.

Signature _____

Name _____

Address _____

City, State, Zip _____

Bank and Account Number _____

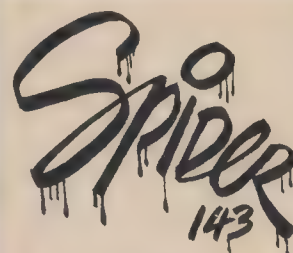
Do you remember when your family would go on those long boring car trips! And do you remember how your Mother would try to keep you kids entertained with "Auto Bingo"... that stupid little game with the cows and stop signs, etc. Well, what we have here is a similar game for another boring activity kids have to do with their parents. Here's



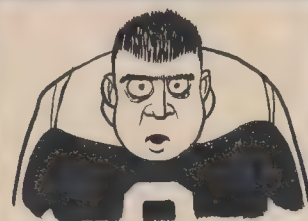
SUBWAY BINGO



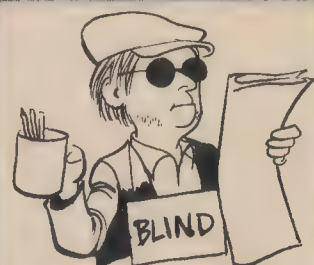
SMELLY BUM



SPIDER GRAFFITI



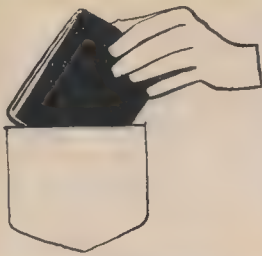
BIG CRAZY GUY
STARING AT YOU



"BLIND" BEGGAR



POLE TWIRLER



PICKED POCKET



TRANSVESTITE



CHAIN SNATCHING



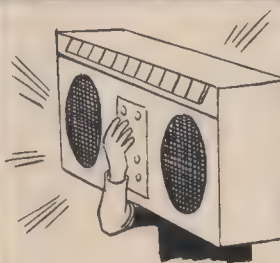
PUKING DRUNK



DAY-OLD NEWSPAPER



GUARDIAN ANGEL



BLASTING RADIO



ROLLING BOTTLE



**SOMEONE TAKING
UP TWO SEATS**

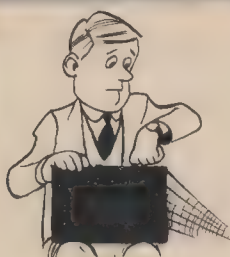
**FREE
SPACE**



**SOMEONE FALLING
ASLEEP ON SOMEONE**



**PREGNANT WOMAN
STANDING**



LONG DELAY



**OVER-THE-SHOULDER
NEWSPAPER READER**



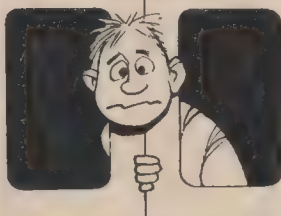
BLACKOUT



SEAT SQUEEZER



DOOR-HOLDER



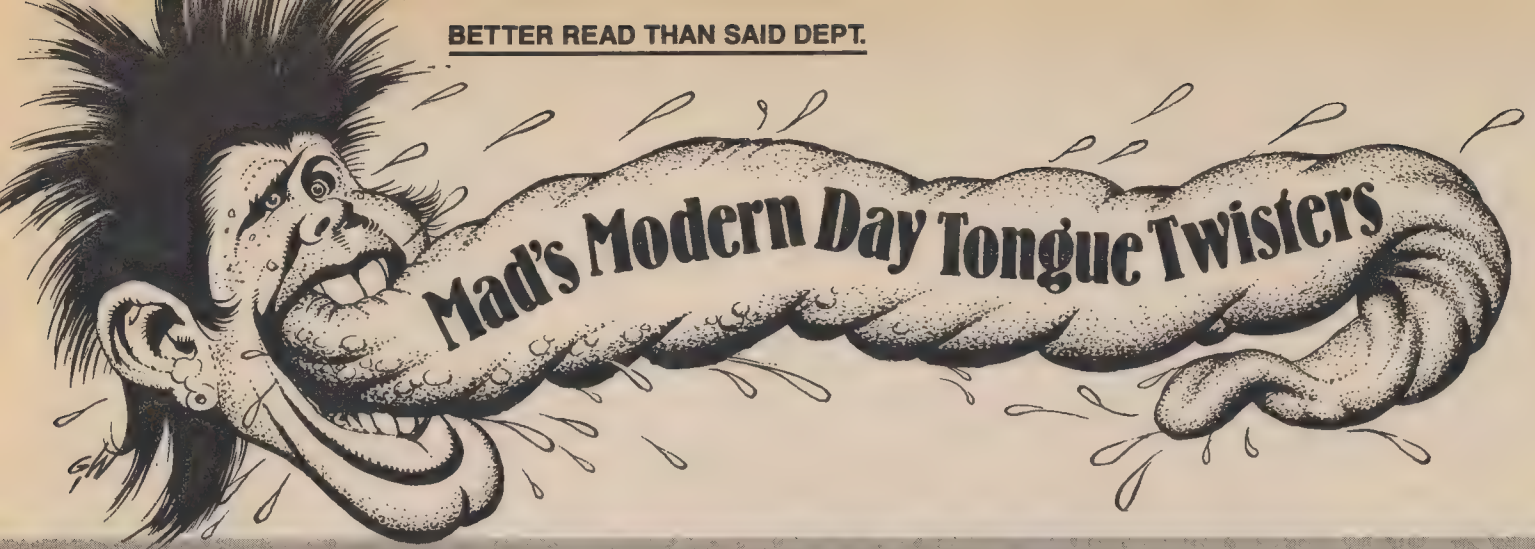
**SOMEONE STUCK
IN DOOR**



DEFIANT SMOKER



DERAILMENT



Comic Cosby Coaxes Coke Consumption

Plummeting Pump Prices Plague Persian Petrol Producers

Youths Seek Truth With Sex Sleuth Ruth

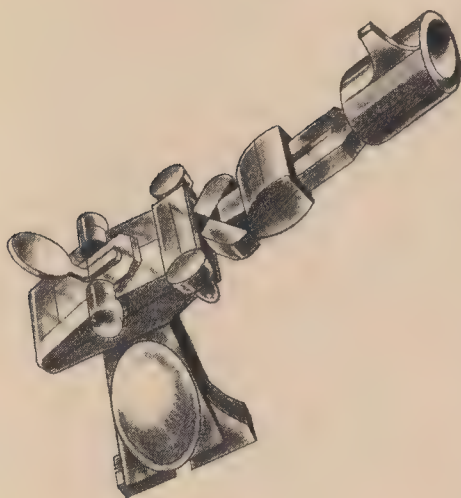
Blonde Baby Boomers Buy Bloomingdale's Blue Baby Bloomers

She Smells Slick Smells By The Seashore

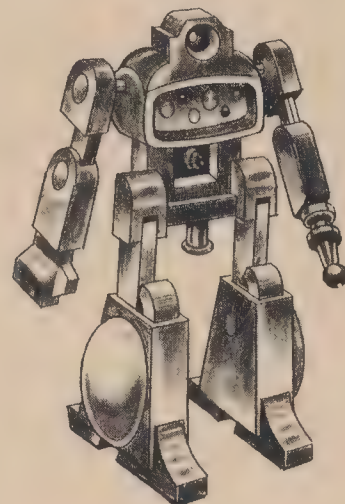
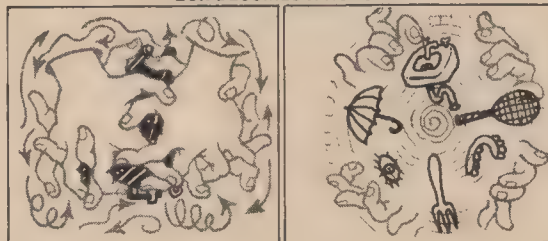
How Much Dope Did The Dope Dealer Deal When The Dope Dealer Did Deal Dope?

Tots Toying With Toxic Toys Get Totaled

GOBOTS and TRANSFORMERS are the hottest toys of the year! As the name implies, these toys transform from one thing into another. For instance, a few deft twists of its moveable parts, and a

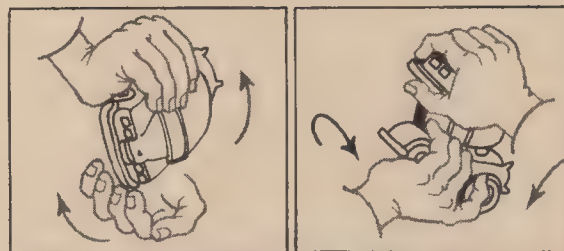


GUN BECOMES A ROBOT

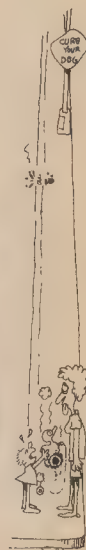
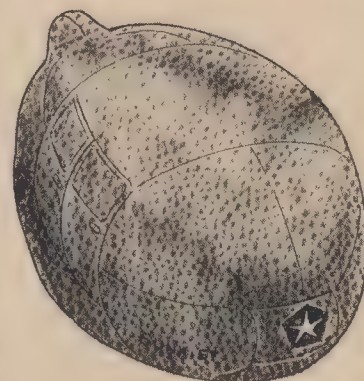
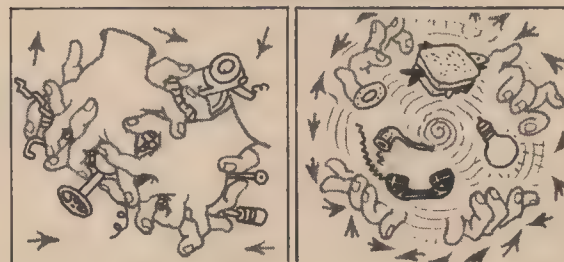


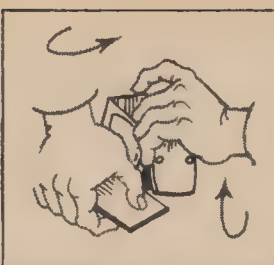
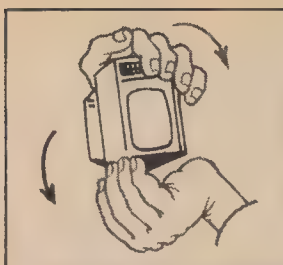
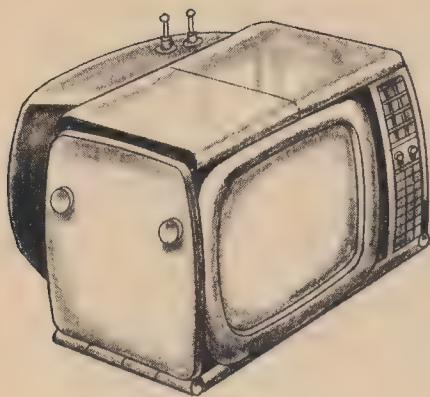
Great! Except they only deal in the fantasy world! What kids need today are toys that deal in the real world! Toys like MAD's...

TRULY LOGICAL TRANSFORMERS

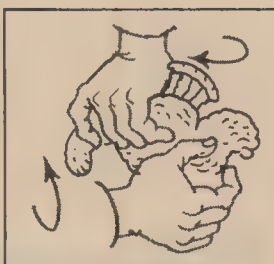


WHEELS TRANSFORM INTO A LEMON

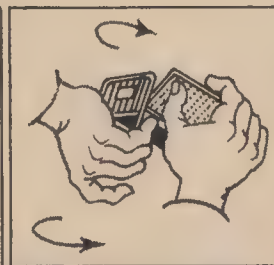




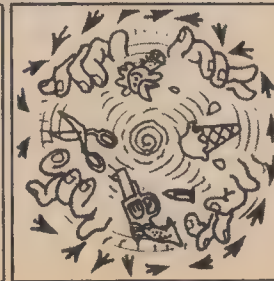
THE BOOB TUBE TRANSFORMS INTO THE FAMILY THRONE

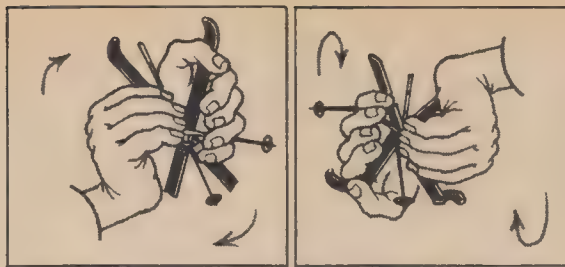


BOXING GLOVES TRANSFORM INTO BATTERED BRAINS

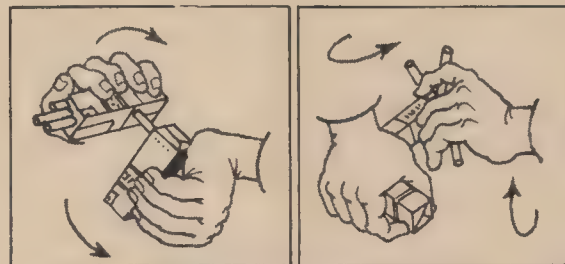
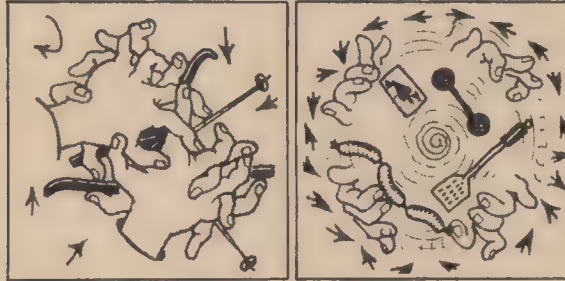


"FLAT ON YOUR BACK" TRANSFORMS INTO FLAT BROKE

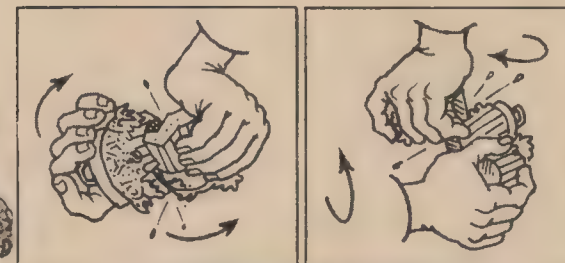
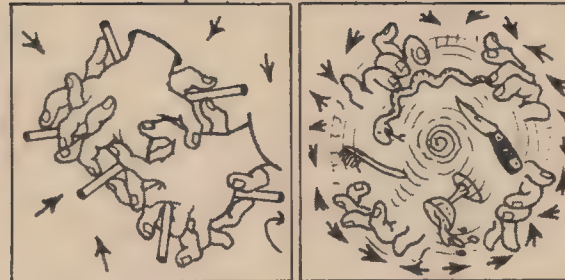




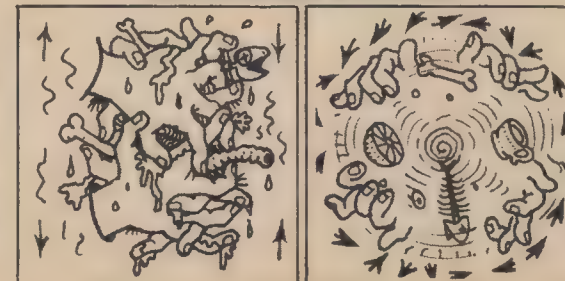
SKI TIME TRANSFORMS INTO BUSTED KNEE TIME



ASHES TRANSFORM INTO ASHES



TRASH TRANSFORMS INTO GARBAGE



Al Jaffee

Recently, we asked one of our idiot artists to do a drawing of a Video Games Center. Unfortunately, he didn't do a very

HOW MANY MISTAKES CAN



YOU FIND IN THIS PICTURE?

WARLORDS
DEFENDER
ATARI
CENTIPEDE

CHANGE MACHINE
QUIZ
OUT OF ORDER
MIRROR
PAC-MAN
INSTRUCT
PLAY ONE READY
MORT DRUCKER

4, 10, 11, 13, 14, 15, 16, 17, 19

-

MANHATTAN RULES


OBJECT OF GAME is to go around board as many times as possible before losing everything.

MONEY. Each player is given \$50 million, of which \$25 million is in unredeemable bonds and worthless. Of the remaining \$25 million, \$5 million is paid back to bank immediately as Game Tax. Each time a player returns to GO, whatever money he has left is reduced 10 per cent by inflation.

MORTGAGES. Every property is mortgaged at start of game. Before player can buy property (which he is a fool to do), he must pay off mortgage plus 30 per cent interest.

BANKRUPTCY. When a player has no money, he is bankrupt and must go to Default, and cannot get out until he rolls craps. Which is as it should be, since anyone living in Manhattan is shooting craps.

PAY \$75.001



ILLEGAL PARKING

GREENWICH
VILLAGE

Junkies Destroy
Tourist Trade
Cost: \$5.5 million.

BUS



IN BANKRUPTCY
GO TO TAXI

GRAND
CENTRAL
STATION

Rail Strike Paralyzes
Entire City.
Cost: \$5 million.

CON
EDISON



Power Blackout.
Pay \$500,000
In Rate Increase.

GARMENT
CENTER

New Taxes Drive Out
Wholesalers.
Cost: \$4 million.


IN DEFAULT

JUST
BORROWING

WEST SIDE

High Living Costs Drive
Out The Middle Class.
Cost: \$6 million.

PICK A CARD



COMMUNITY
COLLAPSE

COMMUNITY
COLLAPSE CARD

Make repairs on all your property—\$50,000 for each house, \$200,000 for each hotel. Then stop payment on checks and abandon property.

Go to Times Square and shout for help while you're being robbed in broad daylight. Lose everything you own, including your playing token.

COMMUNITY
COLLAPSE CARD

Congratulations! You've just been elected Mayor of New York. Don't do anything!

MAN

ARTIST: BOB CLARKE

CHAOS CARD

Go directly to Default. Do not pass Go. Do not collect \$2 million. Do not expect to survive another turn.

CHAOS CARD

The political boss you've bankrolled has been indicted for grand larceny. Throw away \$200,000.

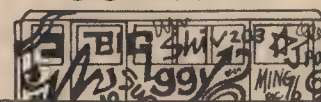
CHAOS CARD

Take a walk on the Boardwalk (oops, sorry—wrong game!)

TIMES SQUARE

Sleazy Porno Shops &
Hard-Core Movies Ruin Area.
Cost: \$3 million.

SUBWAY



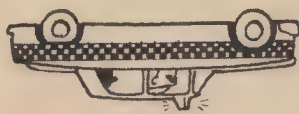
ON STRIKE
GO TO BUS



BROADWAY

Unions Wipe Out
More Theatres.
Cost: \$6.5 million.

TAXI
STUCK IN TRAFFIC
GO TO PRIVATE CAR



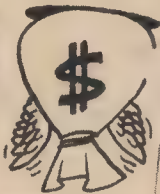
CITY HALL

Mayor Gives In To
Sanitation Strikers.
Cost: \$7 million.

GOTO

DEFAULT

COMMUNITY
COLLAPSE CARD
Bank pays you dividend of \$10
million (which you immediate-
ly pay back to cover overdue
loan payments).



COMMUNITY
COLLAPSE CARD
You've been arrested for non-
payment of taxes. Pay out a
\$100,000 in bribe to judge.



MIDTOWN

Decay Of Entire Area
Discourages Builders.
Cost: \$9 million.

FIFTH
AVENUE

More Quality
Merchant's Flee City
Cost: \$9 million.

PRIVATE
CAR



VANDALIZED
GO NOWHERE

CITY TAX

Pay 90% Of
Everything You Own.

WALL
STREET

Panic Selling Of N.Y.C.
Bonds Continues:
Cost: \$12 million.

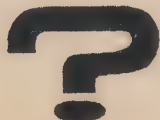
COLLECT
\$2 MILLION
IN I.O.U.s
AS YOU PASS

GO

CENTRAL PARK

Daylight Muggings Require
More Police Details.
Cost: \$2.5 million.

CHAOS



PICK A CARD

HARLEM

Slumlords Abandon Tenements,
Fail To Pay Real Estate
Taxes. Cost: \$2 million

HATTAN

WRITER: FRANK JACOBS



CHAOS CARD

You've been elected head of
the Sanitation Union. Go to
City Hall and collect whatever
you want.

BANK

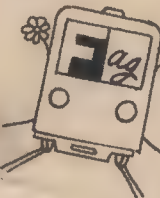
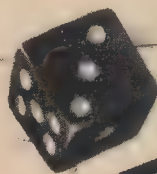


CHAOS CARD

You withdraw life savings from
bank and are robbed before
you get out of the door. Lose
2 turns.

CHAOS CARD

You've become a slumlord.
You bribe building inspector
sum of \$50,000 and move to
Miami.



CHAOS CARD

The subway you're riding has
been hijacked by a mob of
Gay terrorists. Lose 1 turn.

At one time or another, almost every one of us has received one of those "Good Luck Chain Letters." They're all pretty much the same. They promise incredible fortune and good luck—as long as you don't break the chain. And so, you make 20 copies—and you send them out, just in case there might be something to the stupid scheme. Don't you feel like an idiot doing it? Wouldn't you like to get even with all the nerds who create those Chain Letters—or who send them to you? Wouldn't you like to put an end to Chain Letters once and for all? Well, now you can—by mailing out

THE MAD CHAIN LETTER

WRITER: FRANK JACOBS

----- cut on dotted line -----

Dear Friend:

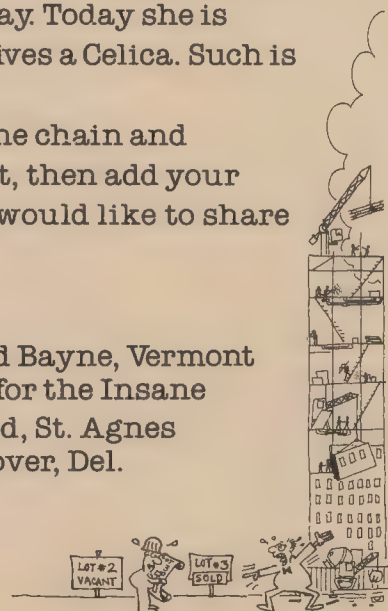
You have been chosen to receive this Message of Fortune. Do not doubt its power. It has circled the world more than 59 times. You will feel the full effect within four days, provided you do not break the chain.

An American Air Force general kept the chain going, and three days later lost \$250,000 in a stock swindle. A.J. Melton became impotent after he mailed out his 20 copies, but enjoyed a miracle recovery when the Post Office returned the letters because of insufficient postage. The chain was begun in 1933 by a convict in French Guiana. 18 hours later, a guard broke his skull and left his body for the ants. All 20 recipients kept the chain going. Of these, 10 developed incurable diseases, five were injured in natural catastrophes, four were trampled by mobs and one married an undesirable woman. Morris Belzer received the letter in 1947 and ignored it. Today he is a millionaire from his investments in the fast foods industry. E.W. Young asked his secretary to mail the 20 copies, but she put her own name on the letters instead. Three days later one of her implants fell, and she began to sweat abnormally in buses. The chain is powerful. Lydia Carver and her twin sister Marie both received this Message. Lydia kept the chain going, and five hours later disappeared in a Baltimore shopping center. Marie was not a believer and threw the letter away. Today she is married to a very successful tile salesman in the Midwest and drives a Celica. Such is the power of the chain.

You have been chosen. Remember that you are responsible for the chain and must realize its consequences. Cross out the first name on this list, then add your name at the bottom and mail 20 copies to those with whom you would like to share Fortune's Message.

M.R. Steinert (dec.)
K. Rithbee, c/o Winville, S.C.,
County Welfare Hospital
James Fitch (dec.)
M.M. Kaye, 60071—Death Row,
San Quentin Prison
Jean Farr (dec.)

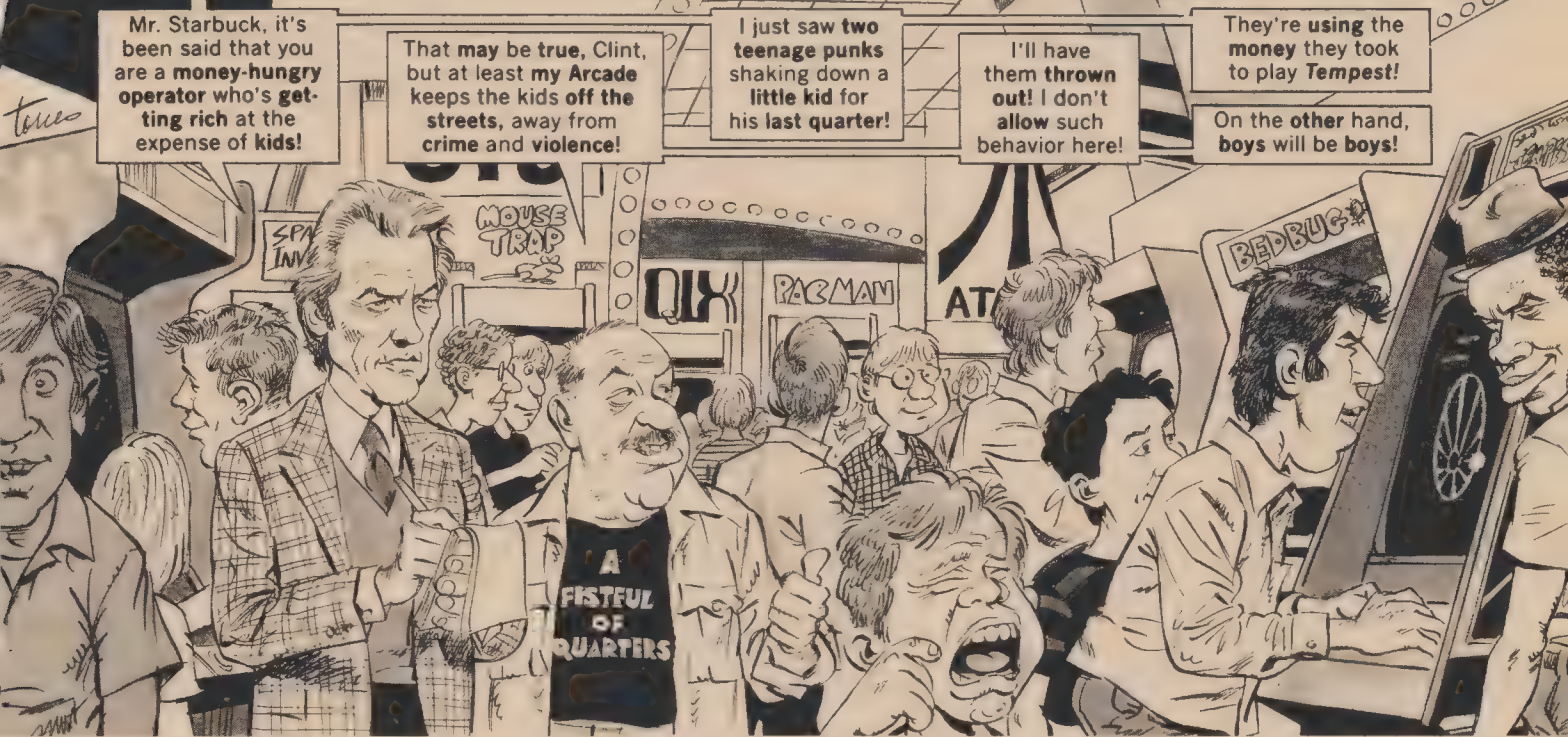
W.W. Farr (dec.)
N. Bonaparte, c/o Harold Bayne, Vermont
Hospital for the Insane
J. Tantalio, Critical Ward, St. Agnes
Hospital, Dover, Del.
Byron Wilkes (dec.)
H. Conner (dec.)



TWO BIT OPERATOR DEPT.

Hi! I'm **Clint Westwood**, and I make a million bucks a picture! I used to think that was **easy money** until I discovered someone who **really** makes a fistful of dollars! So let's step into the *Milky Way Arcade* and meet Philo Starbuck...

MAD'S VIDEO GAME ARCADE OWNER OF THE YEAR



ARTIST: ANGELO TORRES

WRITER: FRANK JACOBS

Tell me, what's your most popular game?

Pac-Man!!

That must make the manufacturer very happy!

It would, except that I buy **pirated machines** ... at half the cost!

But what if the manufacturer finds out?!!

Then I'll dump **Pac-Man** and bring in **Pic-Man**, or **Poc-Man**, or **Pyc-Man** or **Puke Man**!

But those are **illegal imitations**! You'd be guilty of **fraud**! What would you say if you were hauled into **Court**?

That I never **WAS** much good at spelling!



HEY, Boss, I just checked out the new **Galaga** game we got today! It's **PERFECT!**

I was afraid of that! Put an **"Out Of Order"** sign on it, and we'll get it in **working order** after we close!

What will you do? We'll loosen the controls, shorten the playing time, and have it **conk out** at 200,000!

And you call that **"working order"**...?

For **MY** purposes, you bet!

You know, it's really tough trying to talk in here! It's so noisy!

That's because we keep all the games turned up to **peak volume!**

But playing these games requires such **concentration!** Doesn't the noise distract the customers?

Let me think about that while I turn up the **Rock music** on the jukebox...!



See that guy there?

You mean the **big hulk** walking around **swing-ing** his elbows...?

He's the **House Jostler!** He gets paid to **bump up** against **any** player who makes a game last more than **three minutes!**

And if none of those work, I use **SUZY**, here!

Boy! It looks like **SHE'd** distract anyone!

Right! She just rubs up against the **top players**, and **breathes** in their ear! If **SHE** fails me, then I have to take the **ULTIMATE ACTION!!**

Which is—?

I pull the **PLUG** on the **GAME!**

Mr. Starbuck, pick up the phone! It's your **Distrib-utor!**



Look! I don't want your **lousy excuses!** The machines that you sent me were **NO GOOD!** You have to **replace** them!

Were they **damaged!**

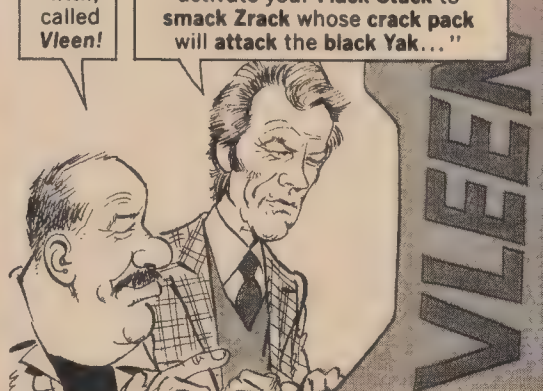
Much worse! The instructions were **clear and concise!** It took my workers **HOURS** to **scrape** and **scratch** them so at least they weren't **LEGIBLE!**

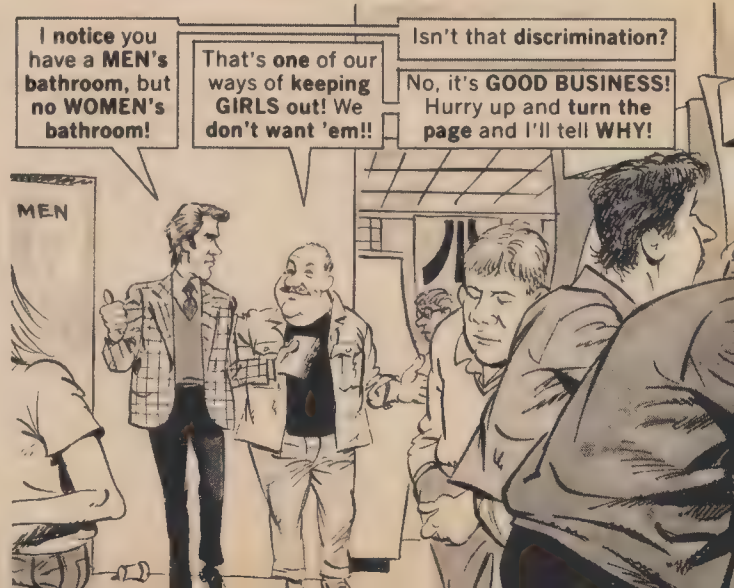
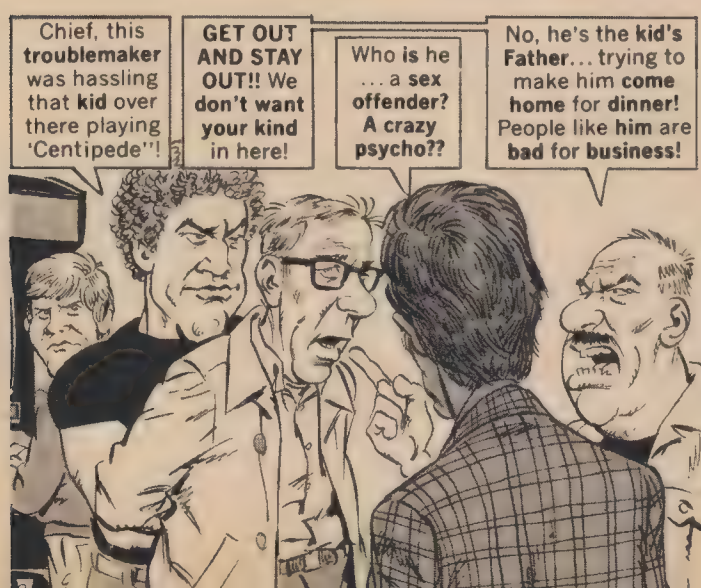
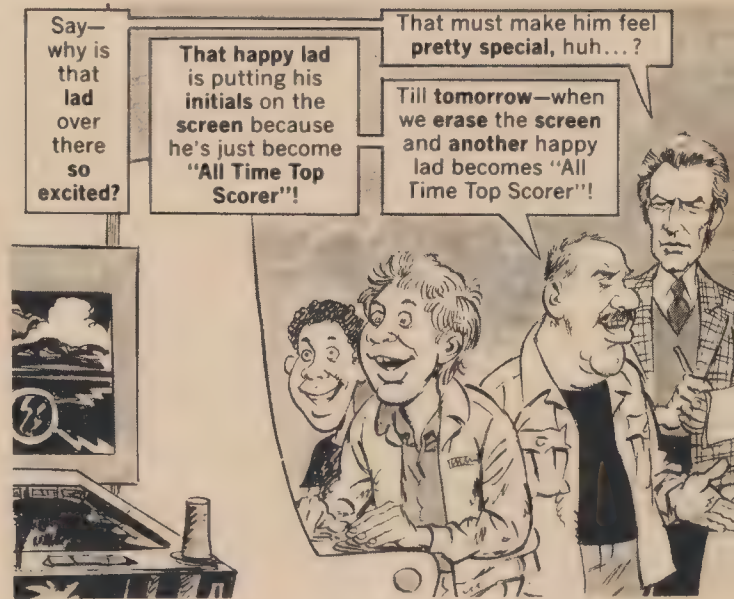
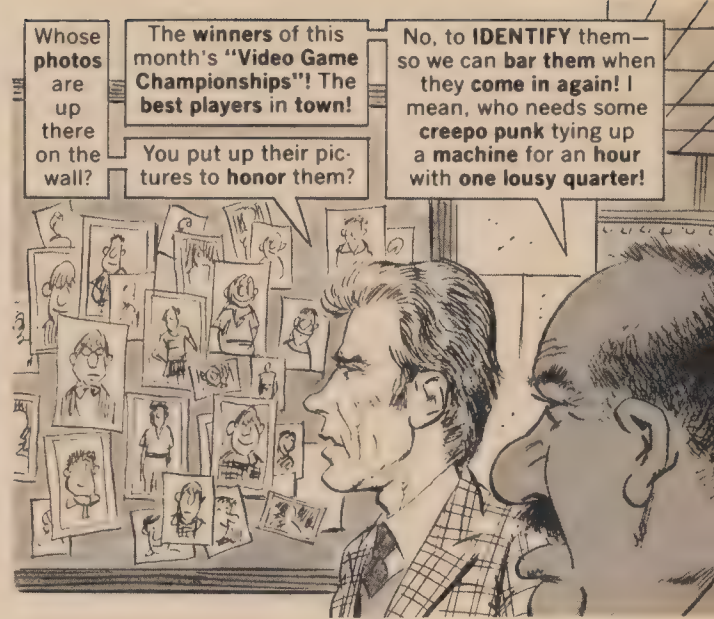
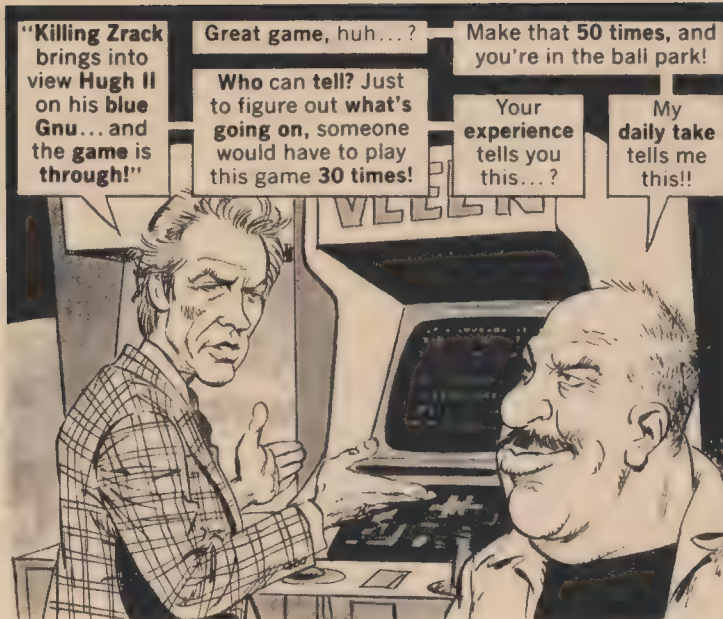
It seems that you don't want the customers to **understand** what they're playing! Is that **ethical?**

Look, kids love a **CHALLENGE!** Part of that challenge is **mastering** the game rules! I'm merely adding a **new dimension!**

Now here's a game with **rules** I can live with, called **Vleen!**

Let's see: "**Protect Vleen** from mean **Fleen Queen** by unleashing **green Gleens**. 5 million **Plens** on your **Bleen Screen** turns the **Fleens** into **red Kreds**, unless they've fled or are fed **dead Smeds**, in which case you must activate your **Flack Stack** to **smack Zrack** whose **crack pack** will attack the **black Yak...**"





You let **BROADS** in here, and before you know it, there's **mingling!** And you know what **obscene things** **THAT** could lead to?

Uh—you mean like **SEX?**

Worse!! Guys would be taking them to **movies** or **ice cream parlors** or **pizza joints...** instead of **spending** their money **HERE!!!**

Is this arcade part of a **giant conglomerate?**

Oh, no, Clint! Why, this is strictly a **FAMILY BUSINESS!**
And does your family work here with you?

Sure! Big Louie is my cashier! **Sam the Shiv** cleans up! And **Don Tortolone HIMSELF** comes in after closing to count the day's take!



Are you saying this place is run by the **MAFIA!!?**

Excuse me a second!

Hey, Angelo! Uncrate those hot **Defender** machines that just came in from **Jersey!**

And tell **Vito** to lean on that kid running up the **big score** on **Frogger!!**

Now... you were asking??

Uh... **forget it!!**



I understand the **IRS** is **cracking down** on **Video Game Arcade owners** who cheat on **taxes** by **falsifying income!**

Clint, let me assure you I declare **every dollar** I take in!!

The way kids shell out those **quarters**, that could amount to quite a lot!!

I didn't say anything about declaring every **QUARTER** I take in!

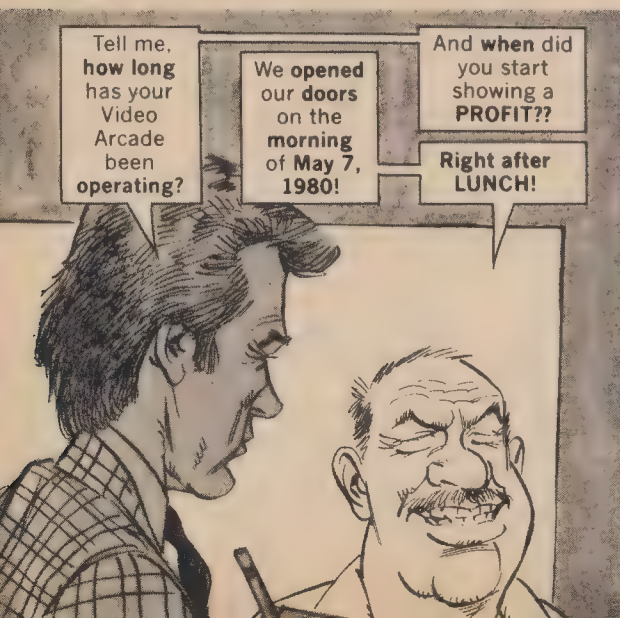


Tell me, how long has your **Video Arcade** been operating?

We opened our doors on the morning of **May 7, 1980!**

And when did you start showing a **PROFIT??**

Right after LUNCH!



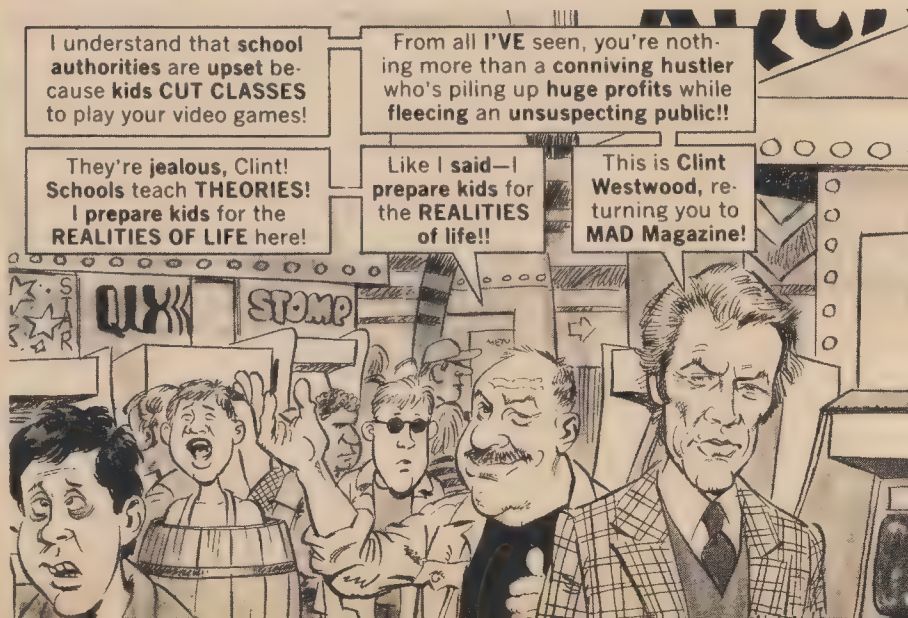
I understand that **school authorities** are upset because **kids CUT CLASSES** to play your video games!

They're jealous, Clint! **Schools** teach **THEORIES!** I prepare kids for the **REALITIES OF LIFE** here!

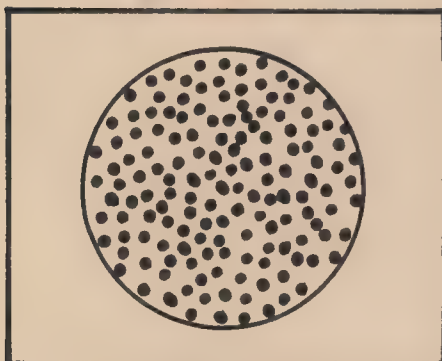
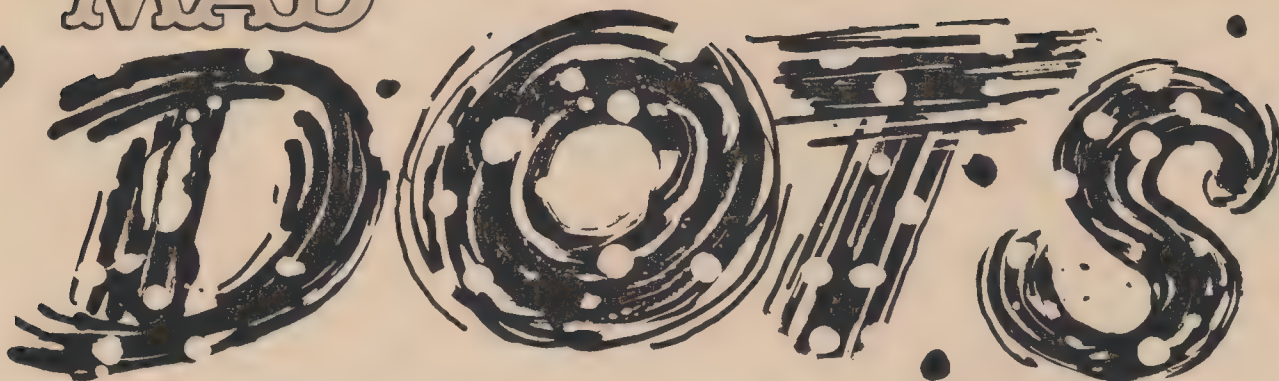
From all I've seen, you're nothing more than a **conniving hustler** who's piling up **huge profits** while **fleeing an unsuspecting public!!**

Like I said—I prepare kids for the **REALITIES** of life!!

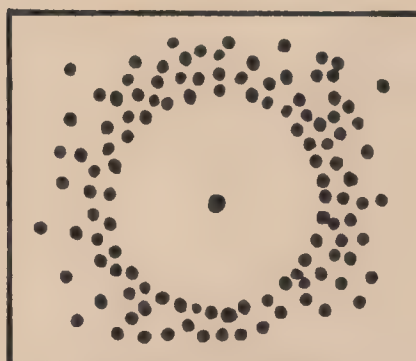
This is **Clint Westwood**, returning you to **MAD Magazine!**



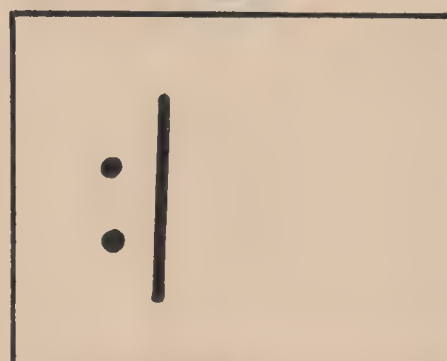
MAD



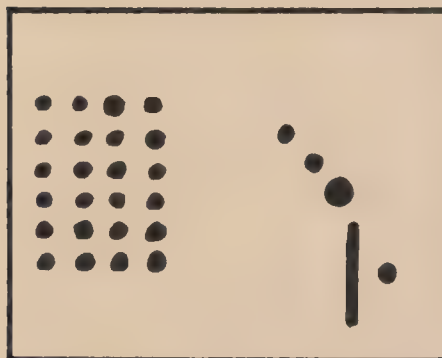
AN OVERHEAD VIEW OF
RONALD REAGAN'S
BIRTHDAY CAKE



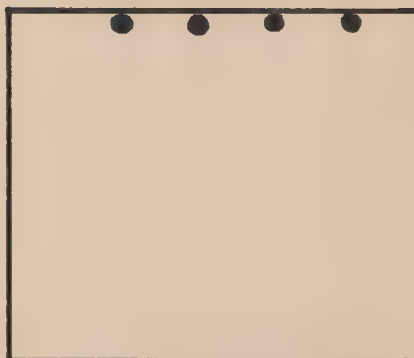
SOMEONE DYING ON A
NEW YORK CITY STREET



STARTING LINE AT THE FROSTBITE
FALLS, SOUTH DAKOTA ANNUAL
MARATHON



REFRIGERATOR PERRY ON THE
JOHNNY CARSON SHOW



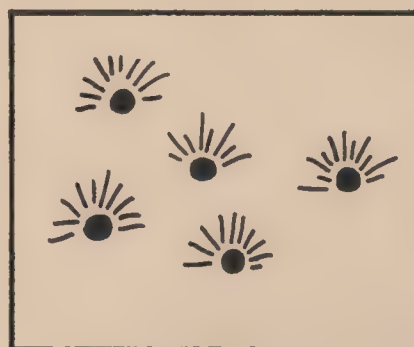
DIDN'T FEED THE FISH



OVERFED THE FISH



A SWARM OF PIMPLES
APPROACHING A KID
EATING A HERSHEY BAR



RESIDENTS OF
THREE MILE ISLAND



THE KLU KLUX KLAN'S IDEA
OF A FAIR FIGHT

WRITER: DESMOND DEVLIN

19

II

*

✱

II

**I'd like you to meet
my uncle from Texas!**

三
三
三

You put too much starch in my shirt again, Honey...!

*

I

God...! hate rush hour...!

一、二、三、四、五、六、七、八、九、十

~~~~~

Hut...two...three  
four...! Hut...two  
three...four! HALT!

Okay, men...at ease!

11

.....



Gee, I've been a fan  
of yours for years,  
Little Orphan Annie!

o o o o

Y

Be with you in a min-  
ute! Just waiting for  
my deodorant to dry!

I

Why, Ann! You're—uh  
—putting on a little  
weight, aren't you?!

P B

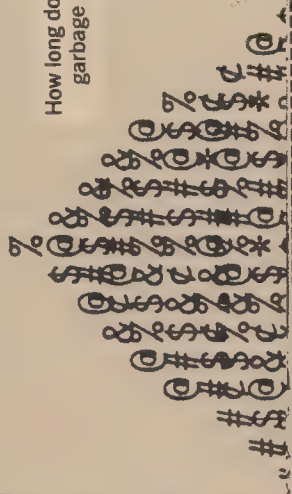
u

n n

That guy will do  
anything to get  
some attention!

I I n

How long do you suppose this  
garbage strike will last?



I I

" " " " " " i i

Junior! How many times have  
I told you to wipe your feet  
before you come in the house!

I I n

Incredible! A new World's  
Record for the javelin!

I I

I I n

Takes a lot of patience  
to train a turtle!

I I n

I broke it playing  
football ...!

M

V

All right, Howie! Just  
smile into the camera  
and cut out the jokes!

" I I I I I I I I  
I I I I I I I I  
I I I I I I I I

I

I think I've had  
enough! I'm starting  
to see double!

V W

As far as I'm con-  
cerned, he just  
doesn't exist!

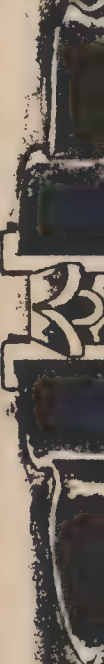
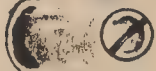
¢ C C

You've got to try  
to come out of that  
shell of yours, Helen!

@ a

Don't you think it's  
about time you trimmed  
that nose hair of yours?

P R





Everyone loves those "Indiana Jones" movies, but they take so darn long to make, it's easy to get bored while waiting for the next one. Not any more! Now, whenever you get the urge to experience a pulse-pounding new "Indiana Jones" adventure, merely start at

# MAD'S DO-IT "INDIANA JONES"



INDIANA

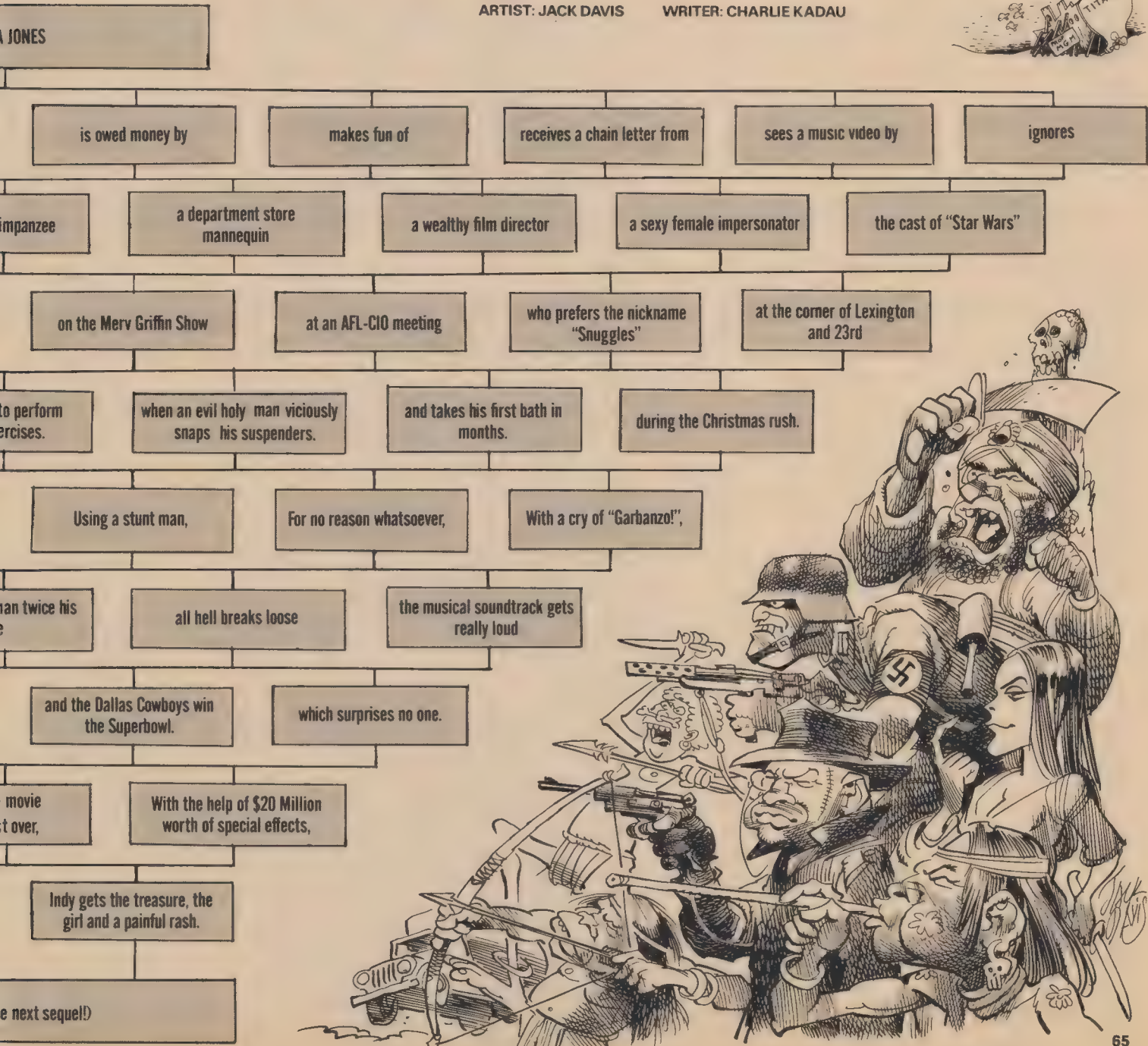




the top of the accompanying chart and work your way down, pulling one exciting story element from each row. By the time you reach the bottom, you'll have the plot summary of a brand new, thrilling sequel that even Steven Spielberg himself would be proud of.

# T-YOURSELF NES" SEQUEL

ARTIST: JACK DAVIS      WRITER: CHARLIE KADAU





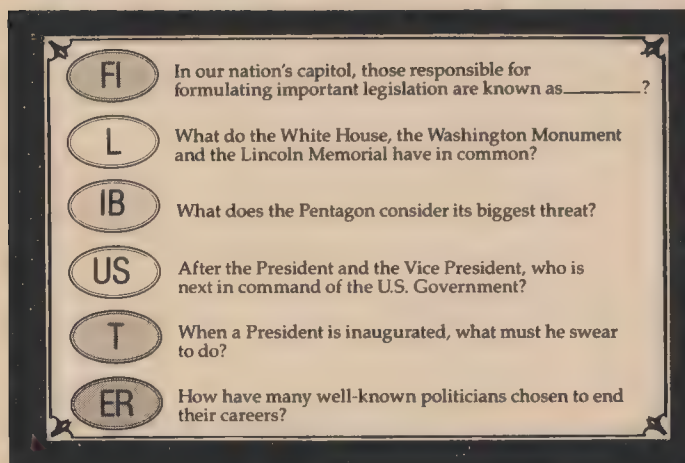
## THE LAME OF THE GAME DEPT.

"Trivial Pursuit" is such an enormous success that its makers have been able to cash in big by selling "special editions" of the game to movie buffs, sports enthusiasts, baby boomers

# Future 'Special Editi

## LAME DUCK THE POLITICIAN'S EDITION

IDEA: ELIZABETH WHITE



FI In our nation's capitol, those responsible for formulating important legislation are known as\_\_\_\_\_?

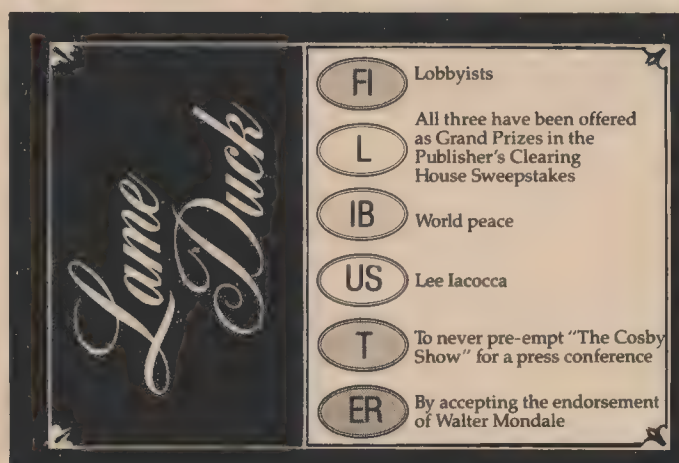
L What do the White House, the Washington Monument and the Lincoln Memorial have in common?

IB What does the Pentagon consider its biggest threat?

US After the President and the Vice President, who is next in command of the U.S. Government?

T When a President is inaugurated, what must he swear to do?

ER How have many well-known politicians chosen to end their careers?



FI Lobbyists

L All three have been offered as Grand Prizes in the Publisher's Clearing House Sweepstakes

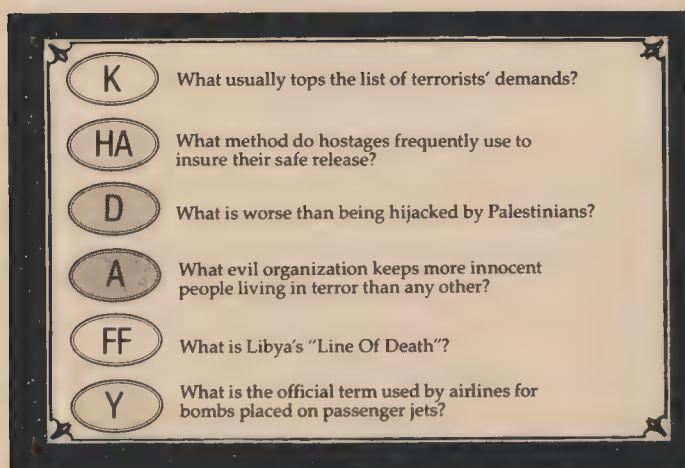
IB World peace

US Lee Iacocca

T To never pre-empt "The Cosby Show" for a press conference

ER By accepting the endorsement of Walter Mondale

## BOOM! THE TERRORIST'S EDITION



K What usually tops the list of terrorists' demands?

HA What method do hostages frequently use to insure their safe release?

D What is worse than being hijacked by Palestinians?

A What evil organization keeps more innocent people living in terror than any other?

FF What is Libya's "Line Of Death"?

Y What is the official term used by airlines for bombs placed on passenger jets?



K To be a guest on "Nightline"

HA Keeping a diary and offering 50% of the profits when it's published back in the States

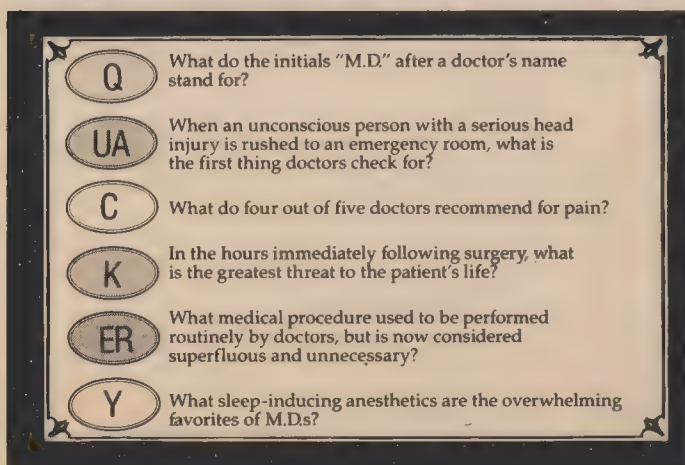
D Being rescued by Egyptians

A The I.R.S.

FF "Hey Moammar, you suck!"

Y In-flight movies

## WAITING ROOM THE DOCTOR'S EDITION



Q What do the initials "M.D." after a doctor's name stand for?

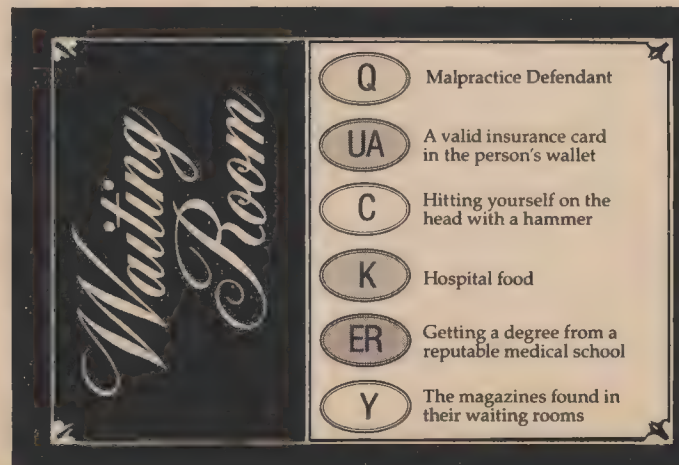
UA When an unconscious person with a serious head injury is rushed to an emergency room, what is the first thing doctors check for?

C What do four out of five doctors recommend for pain?

K In the hours immediately following surgery, what is the greatest threat to the patient's life?

ER What medical procedure used to be performed routinely by doctors, but is now considered superfluous and unnecessary?

Y What sleep-inducing anesthetics are the overwhelming favorites of M.D.s?



Q Malpractice Defendant

UA A valid insurance card in the person's wallet

C Hitting yourself on the head with a hammer

K Hospital food

ER Getting a degree from a reputable medical school

Y The magazines found in their waiting rooms



and music fans. We at MAD figure that if they keep this up, it won't be too long before they run short of good topics and begin scraping the bottom of the barrel by introducing these...

# ons' of Trivial Pursuit

## HOME ROOM THE HIGH SCHOOL EDITION

WRITERS: JOE RAIOLA AND CHARLES KADAU

|    |                                                                                                         |
|----|---------------------------------------------------------------------------------------------------------|
| D  | What is the worst mark a student can get?                                                               |
| ET | If a student wakes up with nausea and a headache what does he have?                                     |
| EN | When during their four years do most high school students receive instruction in Sex Education?         |
| T  | More than anything else, what do high school boys wish they could take off their girlfriends on a date? |
| IO | What is required reading for all freshman students?                                                     |
| N  | Excluding gym, what is the one thing most students wish they could take again?                          |

|    |                                            |
|----|--------------------------------------------|
| D  | A zit on prom night                        |
| ET | A geometry test that morning               |
| EN | After football games, behind the bleachers |
| T  | Their braces                               |
| IO | The graffiti on the wash-room walls        |
| N  | Their yearbook picture                     |

## WACKO THE PSYCHOTIC'S EDITION

|    |                                                                          |
|----|--------------------------------------------------------------------------|
| PA | Who said "Give me liberty or give me death"?                             |
| R  | What is Jack Nicklaus best known for?                                    |
| A  | What is the Dewey Decimal System?                                        |
| N  | Where does the President live?                                           |
| O  | What causes the careers of many pro football players to end prematurely? |
| ID | Who is Miss Piggy in love with?                                          |

|    |                                                                        |
|----|------------------------------------------------------------------------|
| PA | The tiny man in your medicine cabinet                                  |
| R  | For killing the evil blue giraffe that was threatening New York        |
| A  | A diabolical plot hatched by Frank Sinatra and Abe Lincoln             |
| N  | No one knows, the real President was replaced by a robot clone in 1981 |
| O  | Russian mind control waves                                             |
| ID | I can't answer that, the CIA is listening in on my conversations!      |

## HUMBUG THE CHRISTMAS EDITION

|    |                                                                                                  |
|----|--------------------------------------------------------------------------------------------------|
| PE | What jolly, red-cheeked fat man comes into people's homes on Christmas Eve?                      |
| R  | What are the colorful little people who build Christmas toys called?                             |
| RY | At office Christmas parties, under what do secretaries traditionally kiss their bosses?          |
| C  | What are the happy people who travel from home to home in small bands on Christmas night called? |
| OM | Why does Santa travel all over the world on his sleigh on December 24th?                         |
| O  | According to the old song, what is received on the 12th day of Christmas?                        |

|    |                                                    |
|----|----------------------------------------------------|
| PE | Ed McMahon on "The Tonight Show Christmas Special" |
| R  | Illegal aliens                                     |
| RY | The threat of being fired                          |
| C  | Burglars                                           |
| OM | To earn frequent flyer bonus miles                 |
| O  | Credit card bills                                  |



If you've ever been unlucky enough to see a copy of The Congressional Record, you're already aware that it's the most boring publication in America! We think it would be a lot more fun to read if its editors added a feature like this one, which we call

# MAD'S CONGRESSIONAL RECORD

## HAIR STYLE ROULETTE

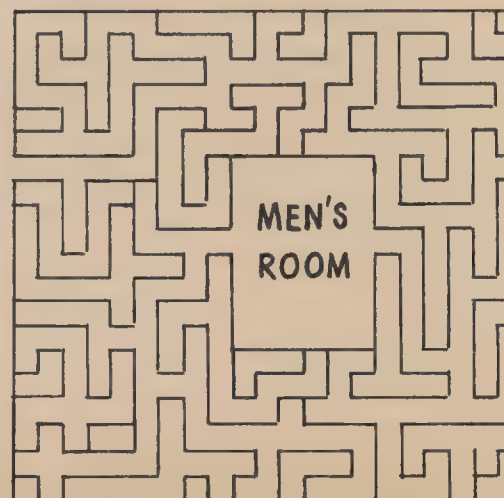
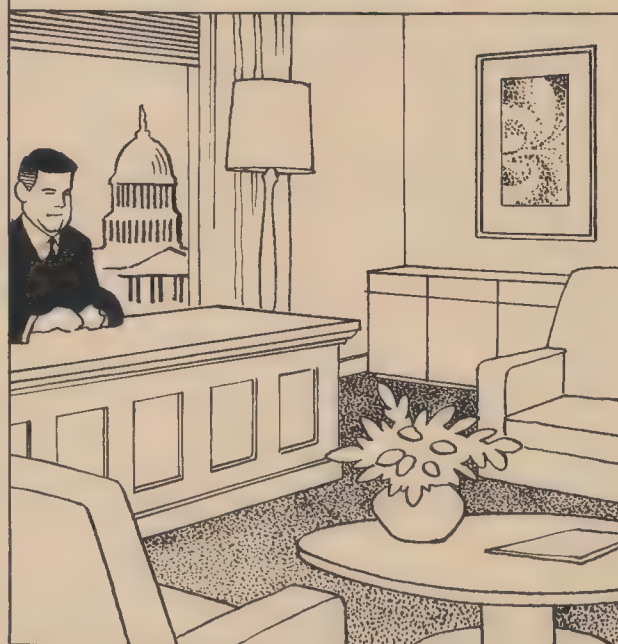
WASHINGTON, DC HAS SEEN MANY NOTABLE HAIR STYLES COME AND GO OVER THE YEARS ... CAN YOU MATCH THE PERSON WITH THEIR FAMOUS WASHINGTON HAIR STYLE?



- A TIP O'NEILL
- B TED KENNEDY
- C BEN FRANKLIN
- D RONALD REAGAN
- E GEORGE WASHINGTON
- F ABE LINCOLN
- G MARTHA WASHINGTON
- H FRANK SINATRA
- I JESSE JACKSON
- J DOLLY MADISON
- K NONE OF THE ABOVE



## WHAT'S WRONG WITH THIS PICTURE?





# PUZZLE PAGE

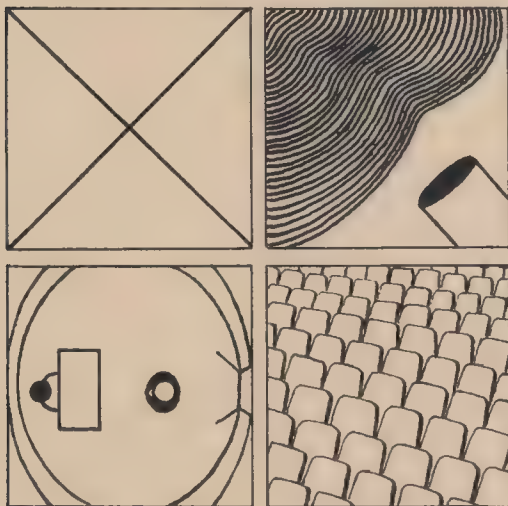
ARTIST: BOB CLARKE

WRITER: DON EDWING

WHAT IS THIS  
ON THE LEFT?

## WASHINGTON EYE PUZZLERS

CREATE AN APPROPRIATE  
TITLE FOR EACH OF THE  
EYE PUZZLERS BELOW.



## CONGRESSIONAL MAZE

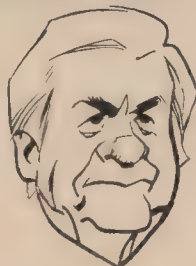
SEE IF YOU CAN  
GET THE CUTE NEW  
CONGRESSIONAL  
PAGE IN AND OUT  
OF THE MEN'S ROOM  
BEFORE THE  
CONGRESSMAN  
CAN CATCH HIM!

## QUOTE QUIZ

MATCH THE FIGURE ON THE LEFT  
WITH THE PHILOSOPHY ON THE RIGHT



1 SENATE REPUBLICANS



2 HOUSE DEMOCRATS



3 THE PRESIDENT



4 NANCY

IF IT WEREN'T FOR  
ME... THE DEFICIT  
WOULD BE IN  
WORSE SHAPE!

A

WHAT'S FOR  
LUNCH?

B

MY PLAN FOR THE  
NEW TAX PLAN IS  
THE ONLY ONE!

C

I'LL TAKE THE  
RESPONSIBILITY AND  
CREDIT FOR ALL THE  
NATION'S UPSWING!

D

FOR ANSWERS, TURN TO THE FOLLOWING PAGE →



# PUZZLE PAGE ANSWERS

## ANSWER TO HAIR STYLE ROULETTE

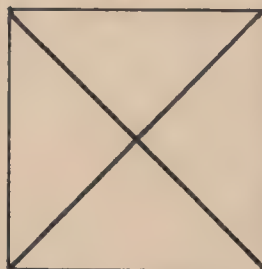


**CLEVER YOU !!**

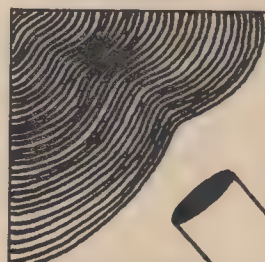
**K** IS CORRECT... ALL THE HAIR STYLES WERE WORN BY LIZ TAYLOR\* AT ONE TIME OR OTHER.

\*EX-WIFE OF WASHINGTON'S SENATOR WARNER

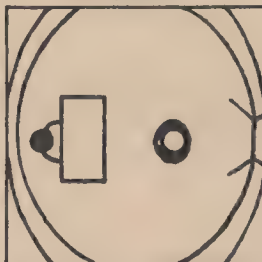
## EYE PUZZLER ANSWERS



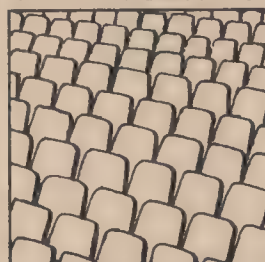
BIRD'S-EYE VIEW  
OF WASHINGTON  
MONUMENT



REAGAN BLOW-DRYING  
HIS HAIR

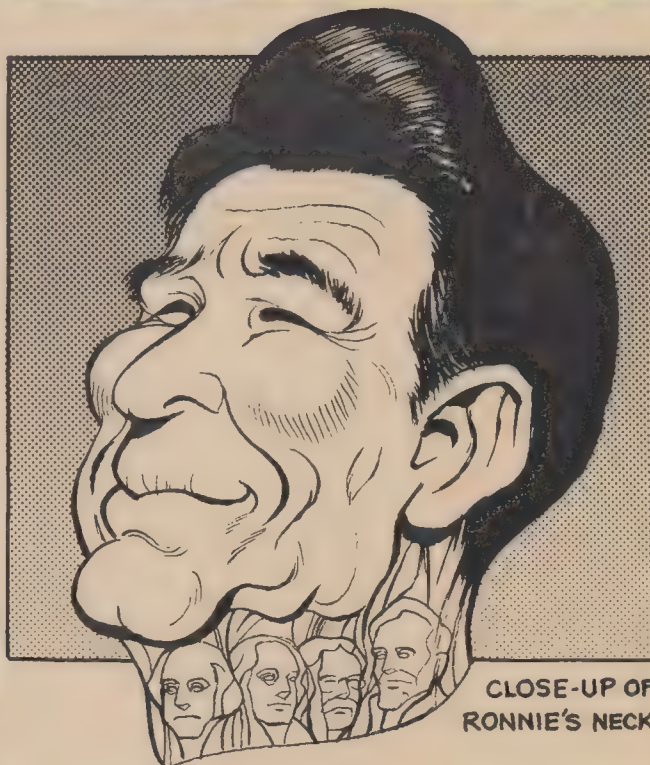


BIRD'S-EYE VIEW OF  
TIP O'NEILL  
IN THE OVAL OFFICE



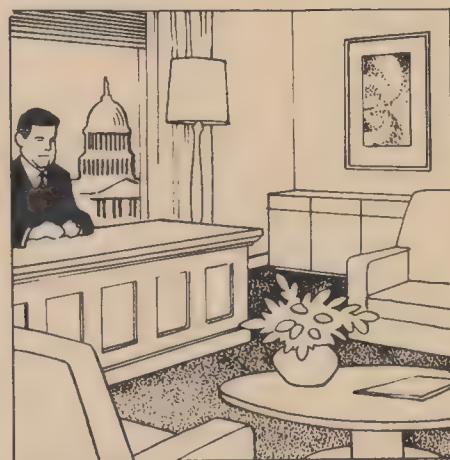
CONGRESS ASSEMBLY  
HALL SEATS, TEN  
SECONDS AFTER  
RECESS IS CALLED!

## ANSWER TO WHAT IS THIS ?



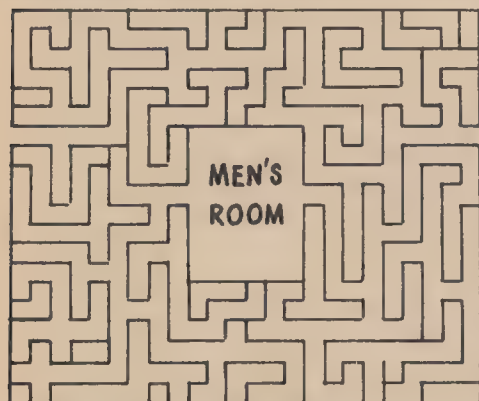
CLOSE-UP OF  
RONNIE'S NECK

ANSWER TO  
WHAT'S  
WRONG  
WITH  
THIS  
PICTURE  
?



RUN FOR IT... IT'S AN ABSCAM SET-UP!

## SOLUTION TO CONGRESSIONAL MAZE



FORGET IT! THERE'S NO WAY A PAGE  
CAN ESCAPE THE FACTS OF LIFE !!

## ANSWERS TO QUOTE QUIZ



1. B



2. B



3. B



4. A C D



**WRITER: J. PRETE**

**(ANSWERS ON REVERSE)**



**And remember, your answer MUST be in the form of a question!**

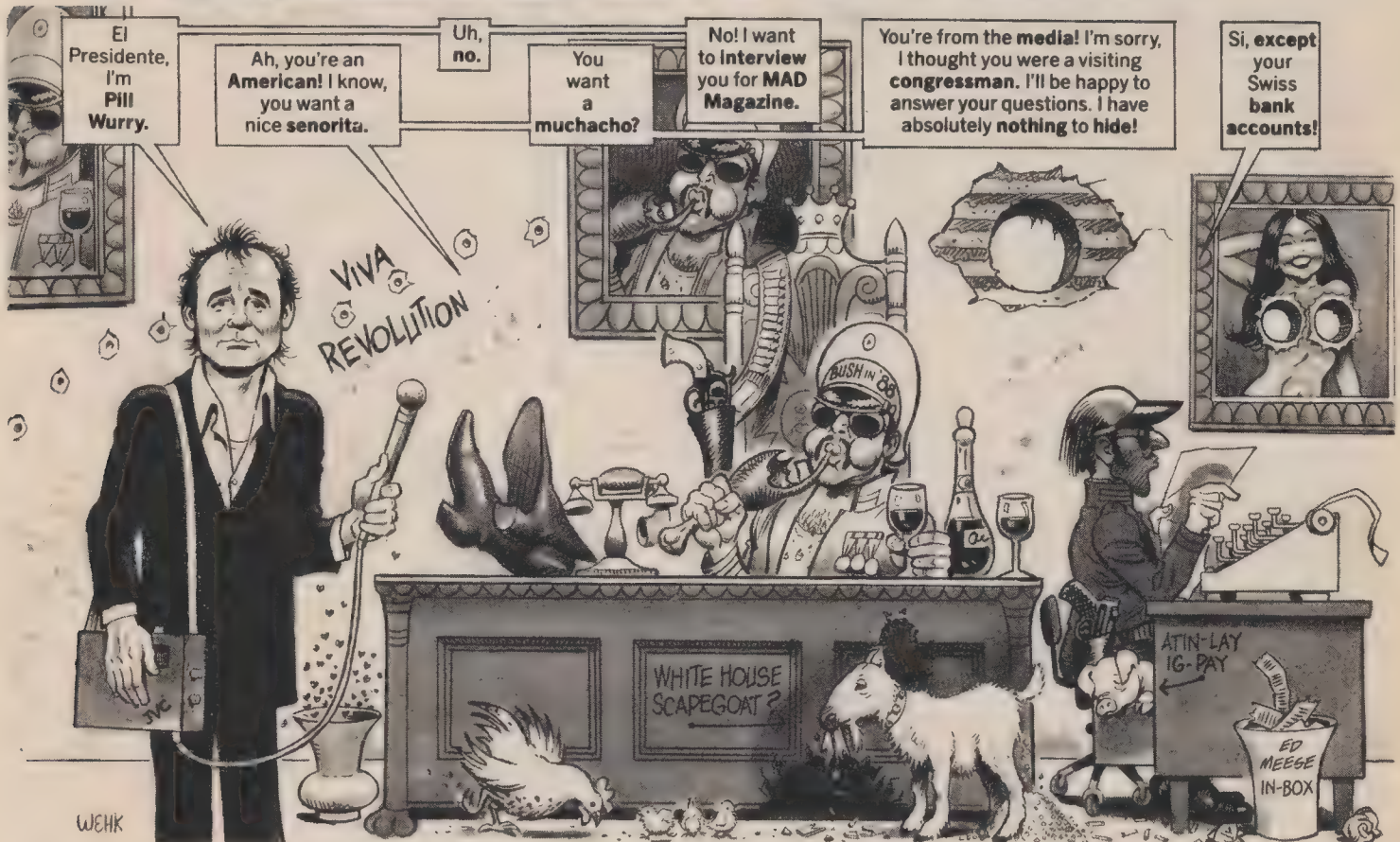
卷之四  
 四  
 五  
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 七  
 八  
 九  
 十  
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 十二  
 十三  
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 十五  
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 十七  
 十八  
 十九  
 二十  
 二十一  
 二十二  
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 三十  
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 九十三  
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 九十五  
 九十六  
 九十七  
 九十八  
 九十九  
 一百



Many Americans are deeply concerned over our ever-increasing involvement in Central America. An even greater number are concerned with who's the father of whose baby on Dynasty! Reading this article ain't gonna shed light on either of these problems, but join us anyhow as we interview Generalissimo Toro Manuro, of the Republic of El San Banana, who has been selected as Mad's

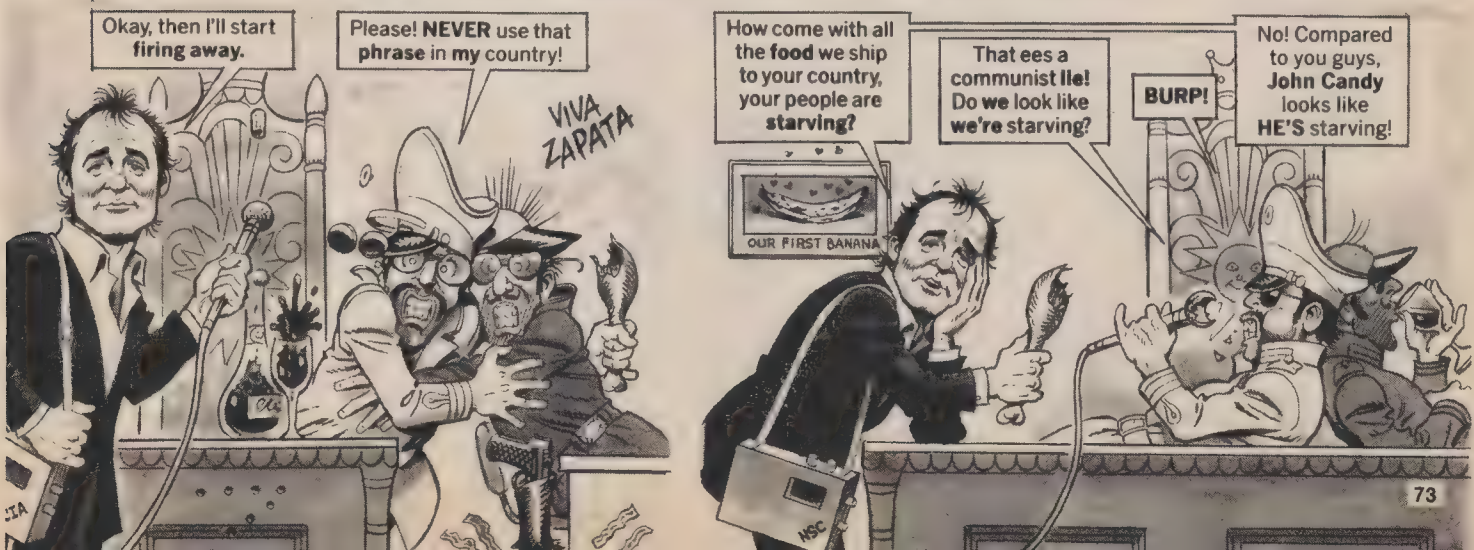
# BANANA REPUBLIC

## PREDICTORIT OF THE YEAR

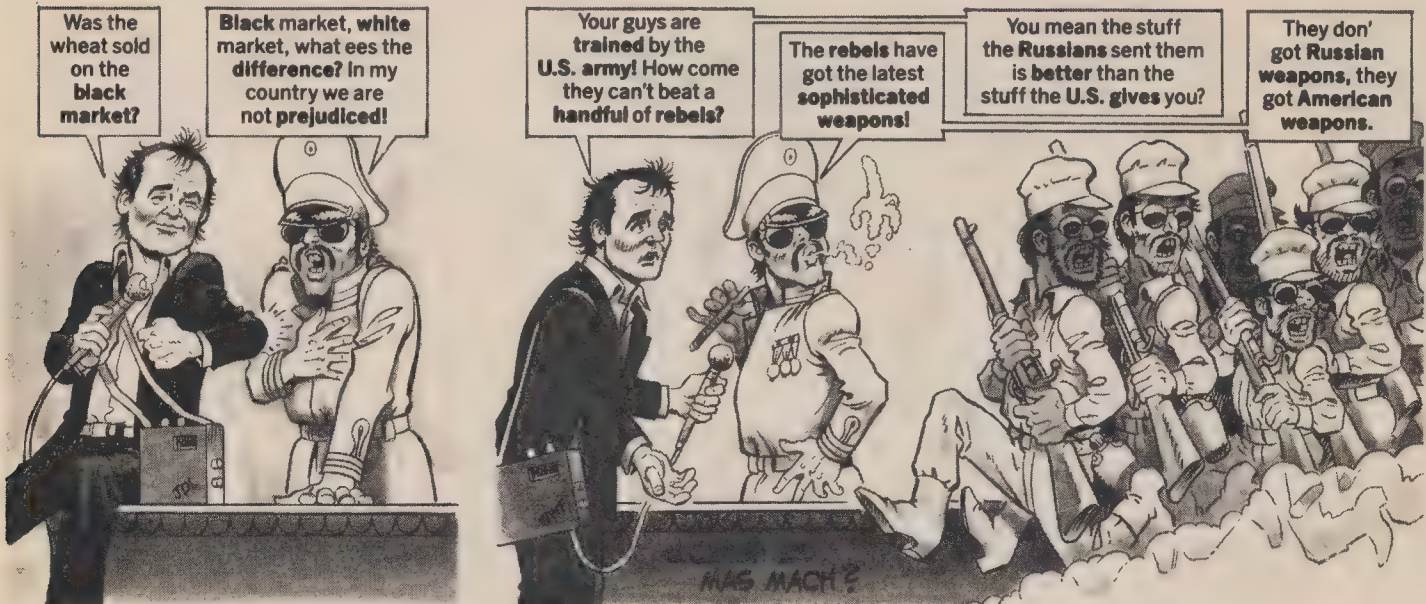
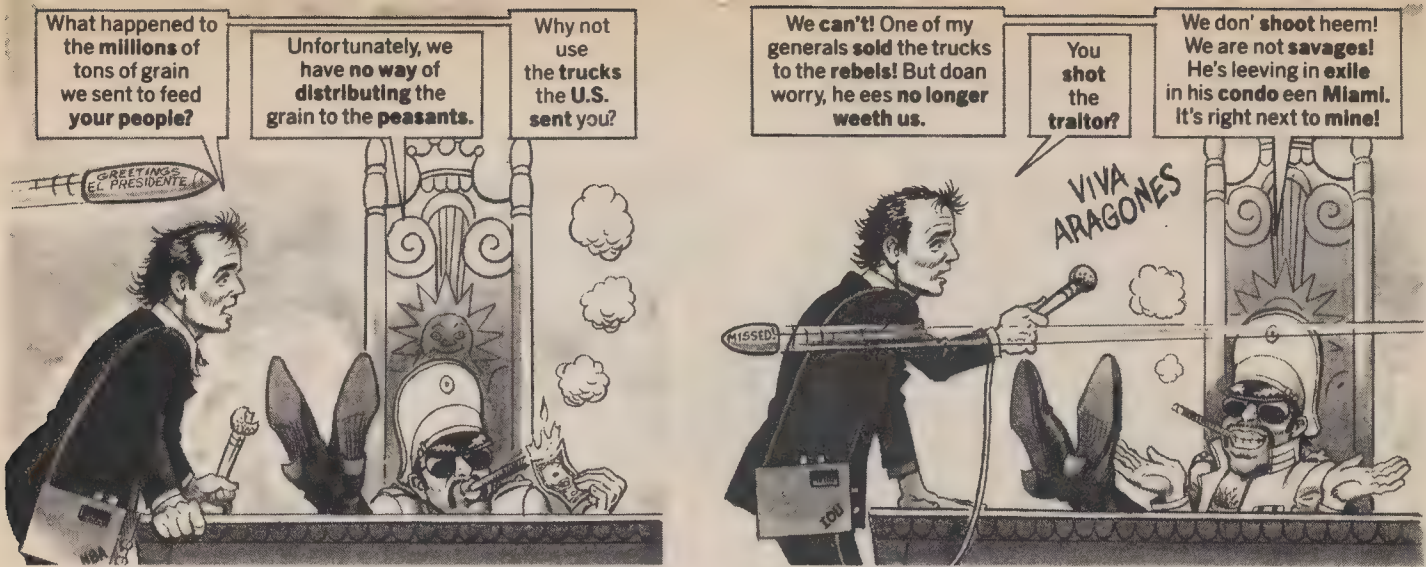


ARTISTS: WILL ELDER AND HARVEY KURTZMAN

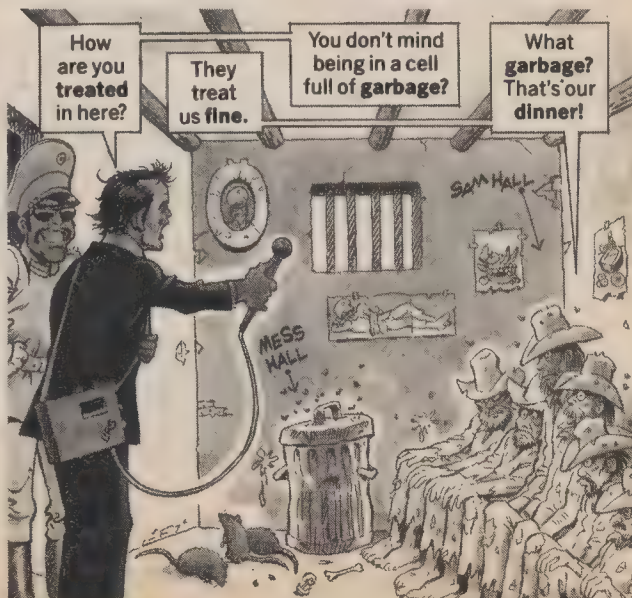
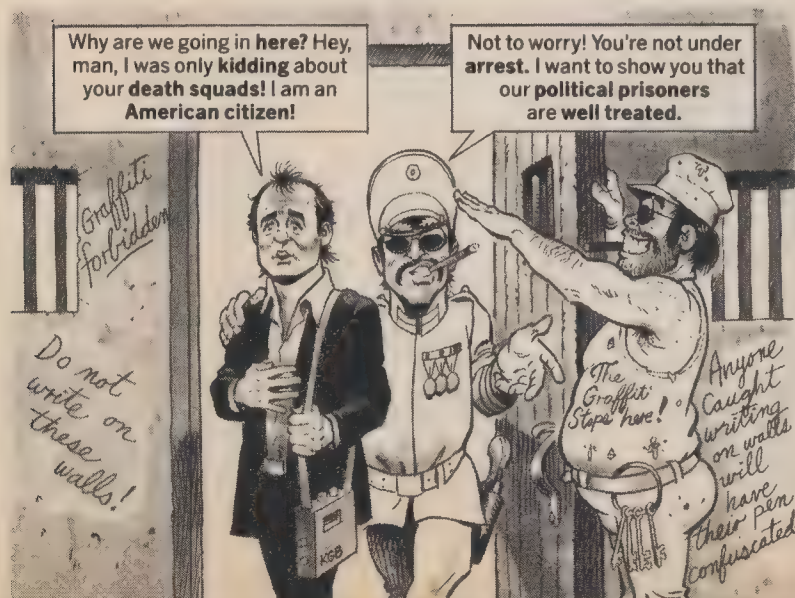
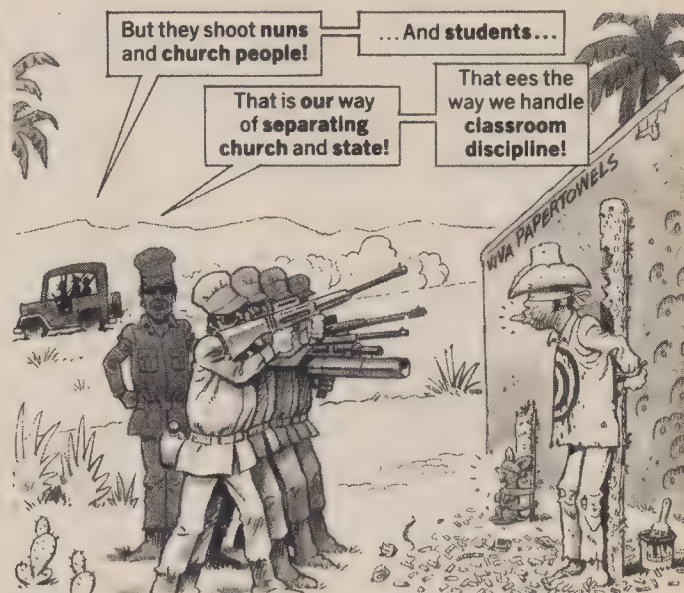
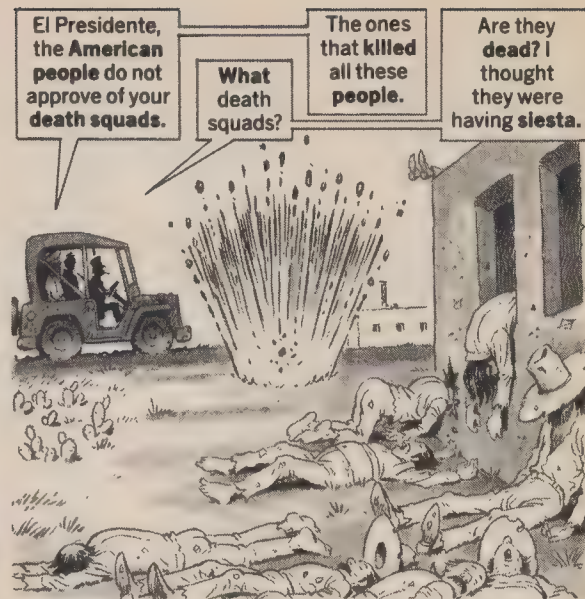
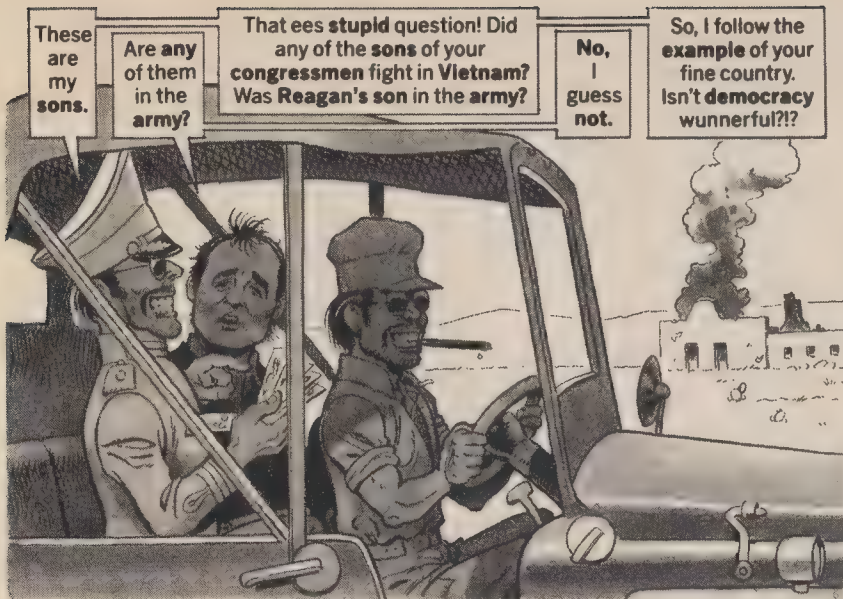
WRITER: LOU SILVERSTONE



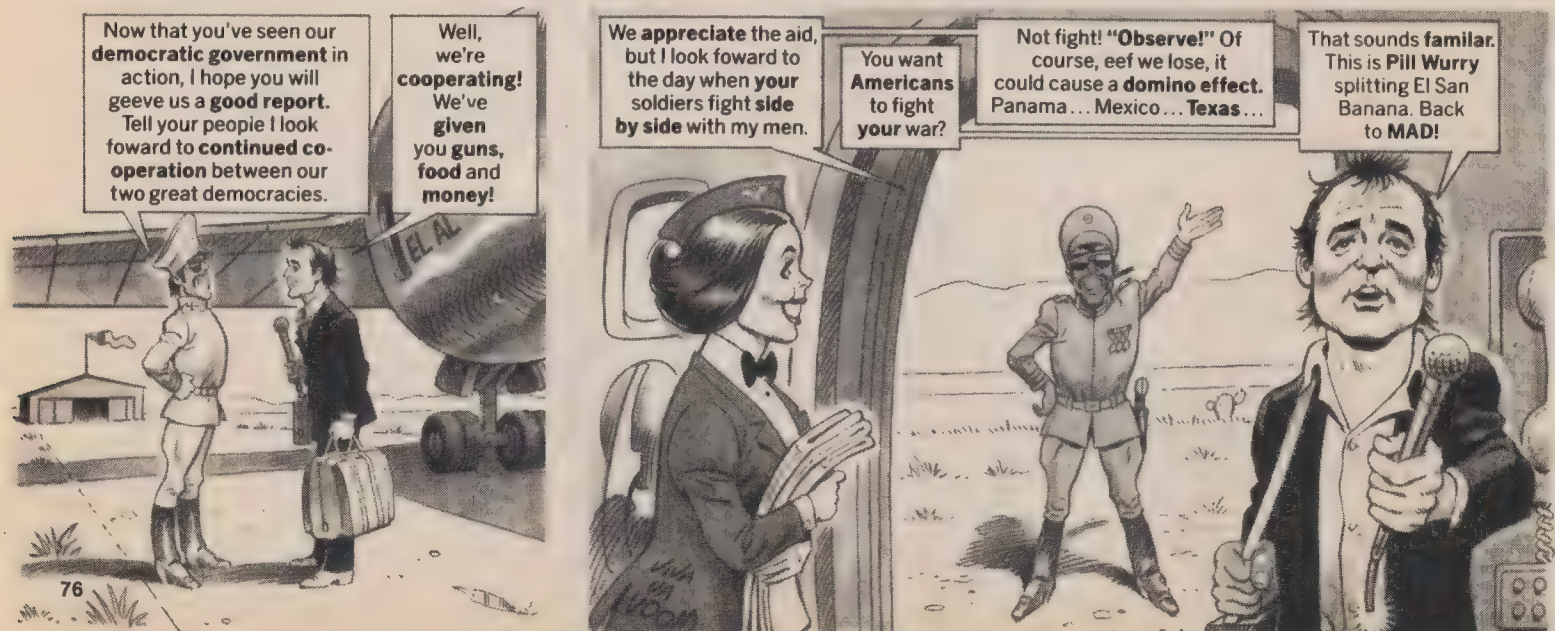
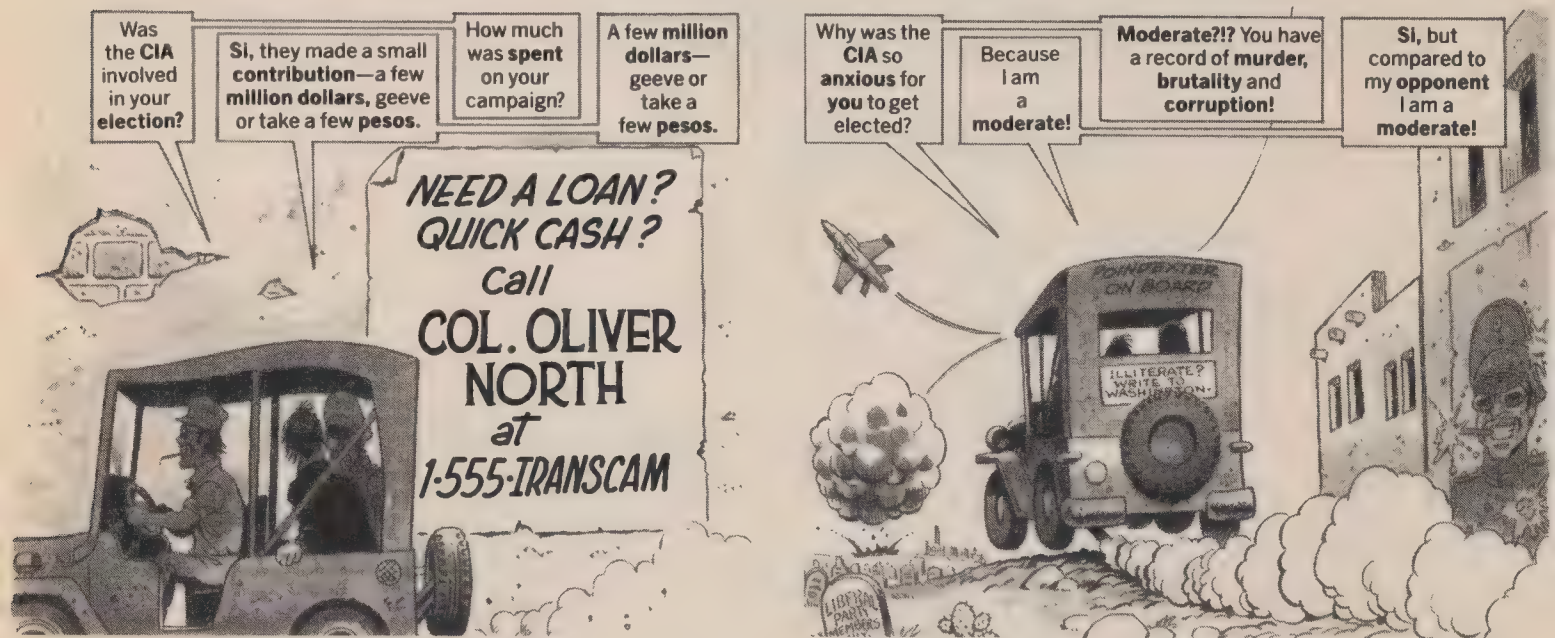
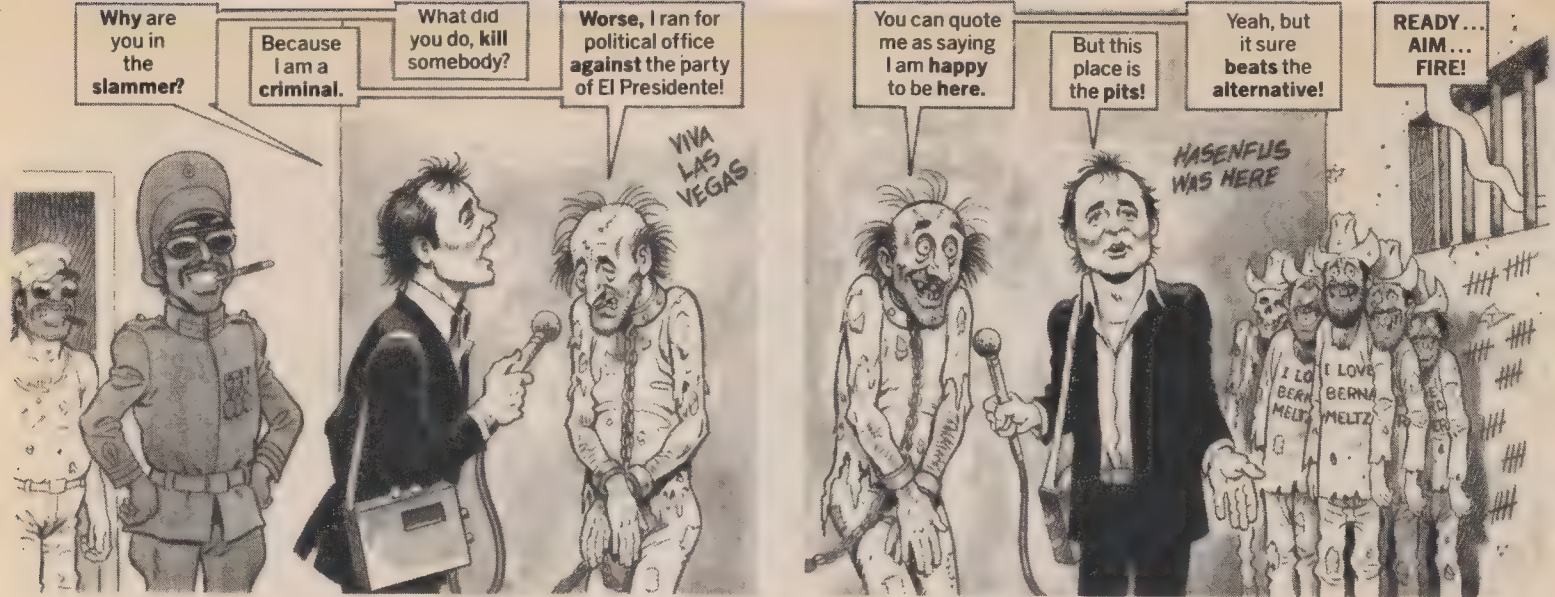




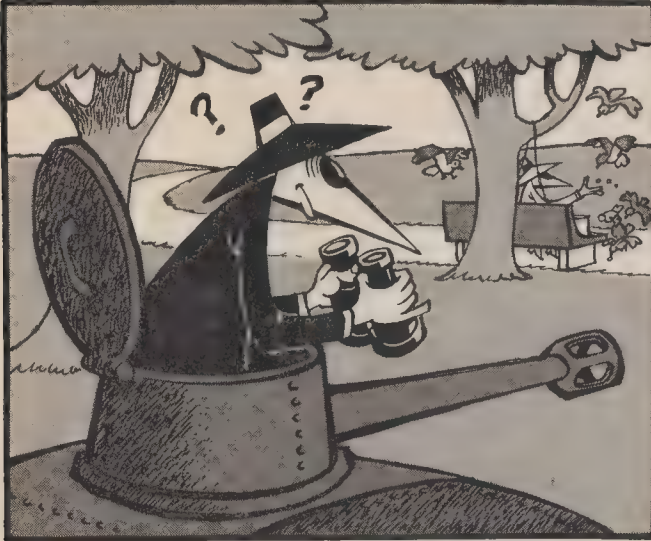
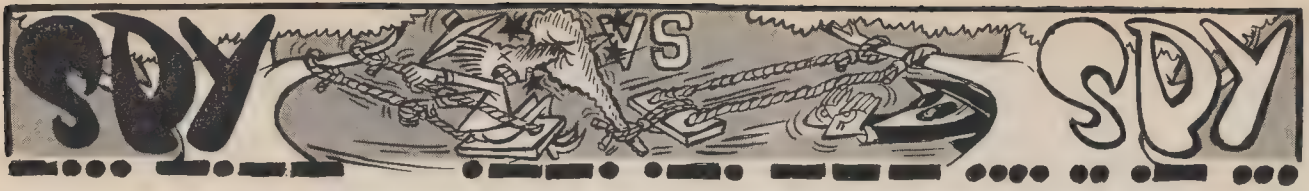














WIMP-LASH DEPT.

# A MAD PEEK BEHIND PEE-WEE'S

I've never met Pee-wee. What's he like?

Imagine if Jerry Lewis and Cyndi Lauper had a child... that was dropped on its head at birth!

Pee-wee's voice is two octaves higher than it should be.

How would you describe the show?

It's sort of a combination of Soupy Sales and an LSD trip!!

That's because his pants are two inches higher than they should be!

Every week Pee-wee has a cow wearing pearls looking in his window!

Yeah, talk about milking a gag!

Do you have any suggestions for this week's secret word?

How about "intelligence"?

Come on! Who's going to use a word like that around here?!

Hi, Reba, thanks for courteously delivering all my mail on time and in undamaged condition.

You're welcome, Pee-wee, but remember, this is a fantasy show. Nothing like this happens in real life!

The art department needs more supplies.

Crayons? Paper?

Drugs!



# AND THE SCENES AT PLAYHOUSE



I'm here  
from Planned  
Parenthood to  
give Pee-wee  
an award.

Who cares! All I know  
is people see Pee-wee  
once and think twice  
about having a kid who  
might grow up like him!

He's in  
favor of  
Planned  
Parenthood?

No, I'm from  
the Immigration  
Department!!

Have you  
seen Cowboy  
Curtis around?

Are you from the  
casting department?

I understand  
it was David  
Letterman  
who first  
gave Pee-wee  
national fame.

ARTIST: AL JAFFEE

Call a  
doctor!

What happened?

Pee-wee fell off  
his high shoes again!

Get the make-up  
man! Pee-wee  
should be coming  
in here soon!

Pee-wee  
gets  
made up?

No, he has  
some taken  
off before  
he goes on!

Gee, this show  
has a talking chair,  
a talking window  
and a talking globe!

Yeah, I'm  
afraid to  
go to the  
bathroom!

ARTHUR

Jaffee



## OBEDIENCE



BERG'S-EYE VIEW DEPT.

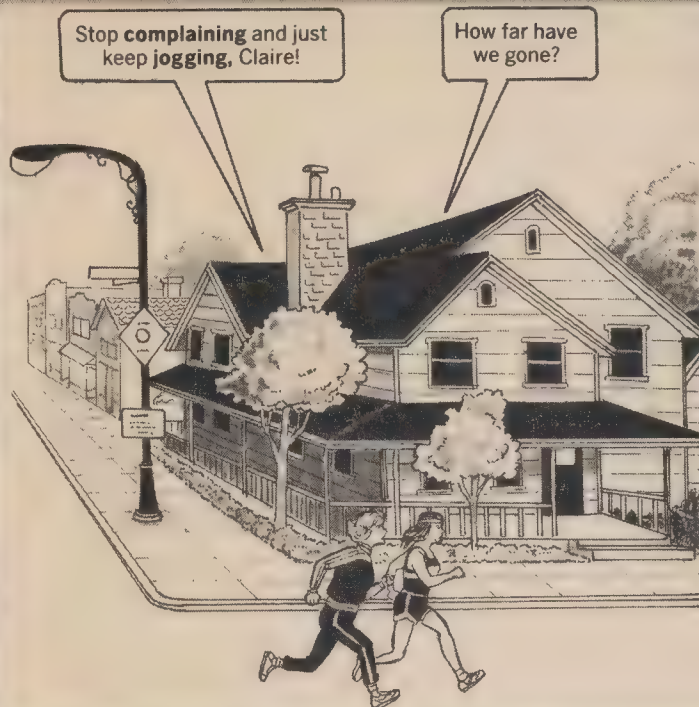
# THE LIGHTTE

## ADDICTION





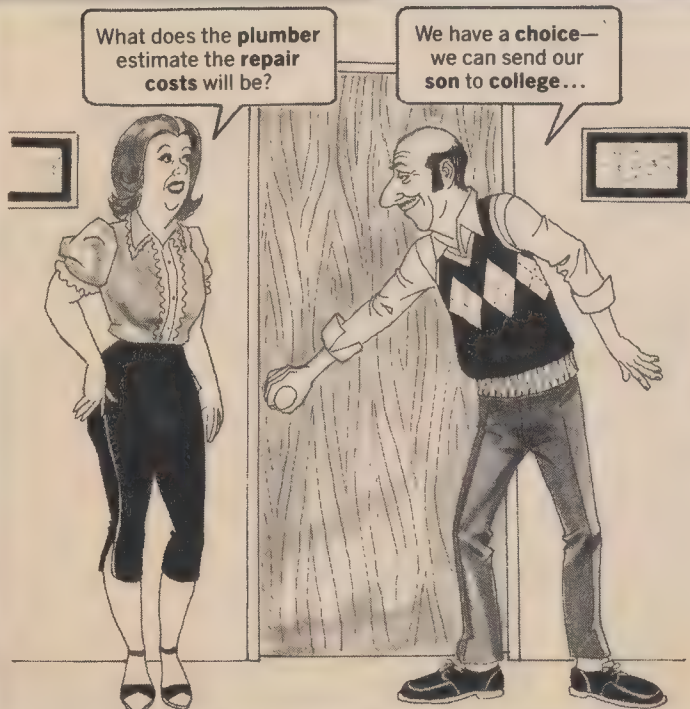
## EXERCISE



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## INFLATION

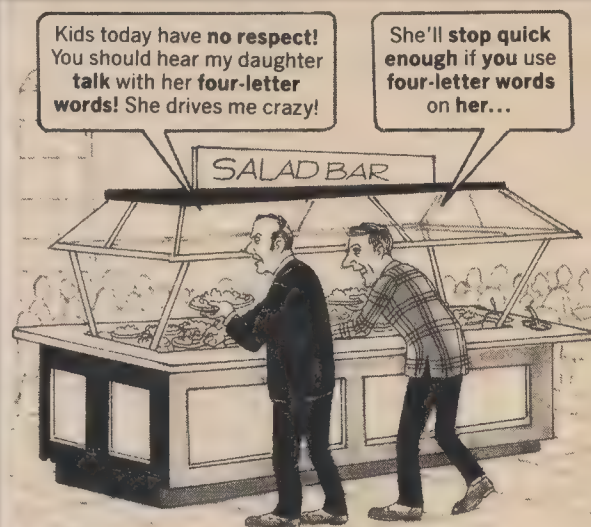




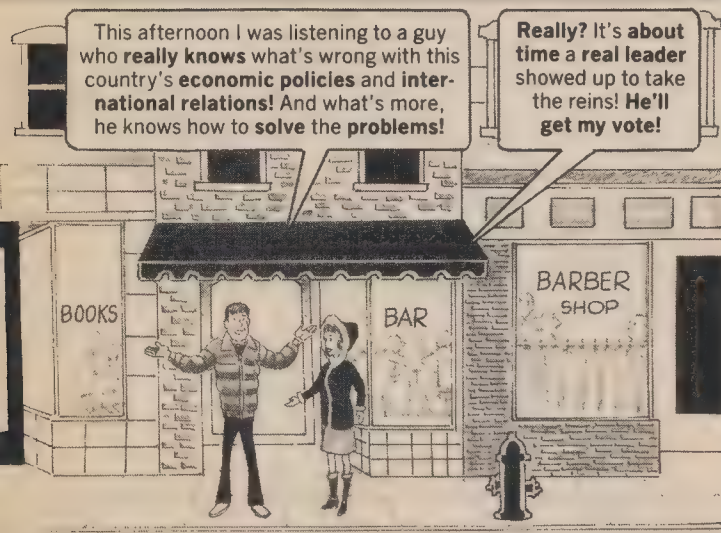
## SPORTS FANS



## LANGUAGE



## POLITICS



## APPRECIATION







## LOTTERIES

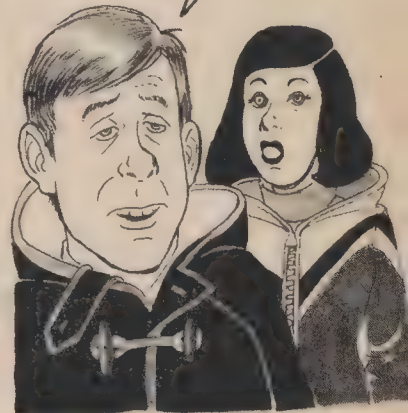


Guess what—I won  
25 bucks in the  
lottery today!



See? You're always complaining  
about how you **never** win anything!  
This should make you happy!

Why should I be **happy**—it  
cost me over a **hundred bucks**  
in lottery tickets to do it!



## TIMING

Hey, Mitch, wait up! I've  
been walking all over town!

How  
come?



I'm looking for someone I  
can borrow 20 bucks from!

That's  
great...



You sure picked a beautiful day for it!



## MEMORY

You're doing a great job, Dad!  
Thanks! You're the best!



**Surprise!** Today is the **tenth**—  
our wedding anniversary! And  
here's something to show you  
that I'll always remember this  
very special day, my love!

This  
is  
a  
surprise,  
Scott!

The **tenth** is the anniversary  
of your first marriage!







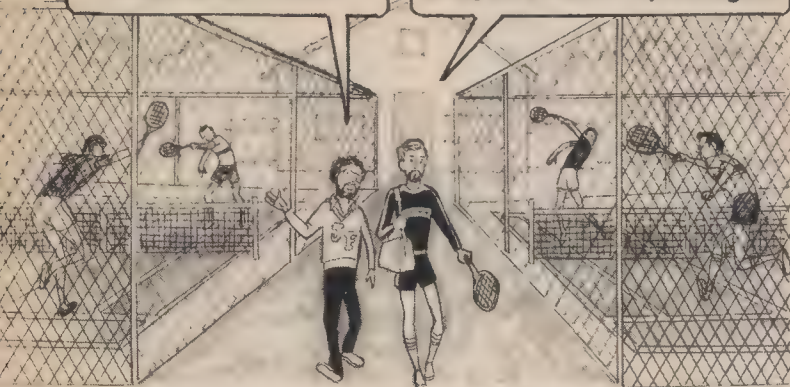
## PRIORITIES

A word of **advice** to you, Nick! I caught you **nodding off** at the **conference** again, and my guess is the "**big man**" noticed it too! Aren't you getting **enough sleep** at home?

I guess not! I've got a **tennis game** three mornings a week, I belong to two doubles leagues and one singles league at night, and I play all weekend! To catch up, I've been **taking work home** on my free nights!

That's **some schedule**! No wonder you're **burnt out**! You better slow down or you're gonna be **unemployed**, fella!

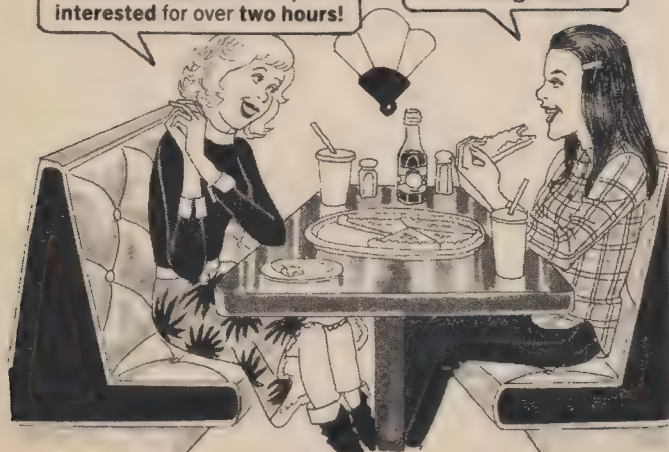
You're **absolutely right**! From **now on**, I'm gonna **stop taking work home**!



## COMMUNICATION

I was out with David Dasch last night! He is one **marvelous conversationalist**! He kept me interested for over two hours!

I never realized that about him! What was he talking about?



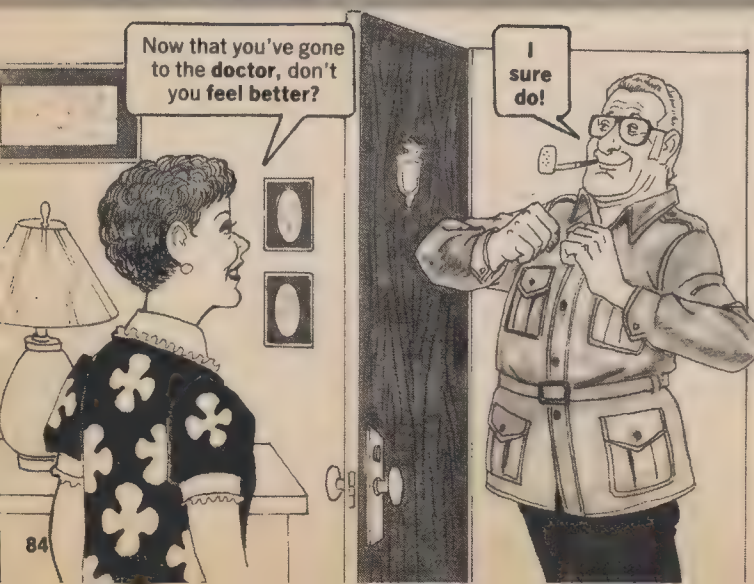
Me!



## DOCTORS

Now that you've gone to the **doctor**, don't you feel better?

I sure do!



He wasn't in!





Once upon a time, there was a Mommy, a Daddy and a good little girl...and that was about 1 million years ago! Times have changed! TV and movies have kept up with current reality, but books for kids are way behind! Nowadays, kids don't bring home stray cats and live happily ever after! We know what *really* happens—the kid breaks out in a horrible rash, the furniture gets clawed to shreds, and the kitty chokes on a hairball! It's time to bring young readers into the real world! So we present...

# Mad's Updated Children's Books



ARTIST: GEORGE WOODBRIDGE

WRITER: MATTHEW T. SMITH

## A HANDGUN FOR HARRIET

By Beverly Cranky  
42 pages; Random Shot House  
\$11.95 (Ages 8 to 12)

**A** NAUGHTY little girl cures her younger brother's thumb-sucking problem in this gentle and reassuring story. Realistically illustrated.



## BEN BAILEY DOESN'T FLOSS

By Toothie de Pullola  
27 pages; Spitner's  
\$7.95 (Ages 3 to 8)

**B**EN Bailey's poor oral hygiene causes his teeth to turn green and mossy and drop out one by one. This charming picture book is a humorous and delightful way to frighten impressionable young children into proper dental care. The latest work by the award-winning author of *Billy Doesn't Bathe*.



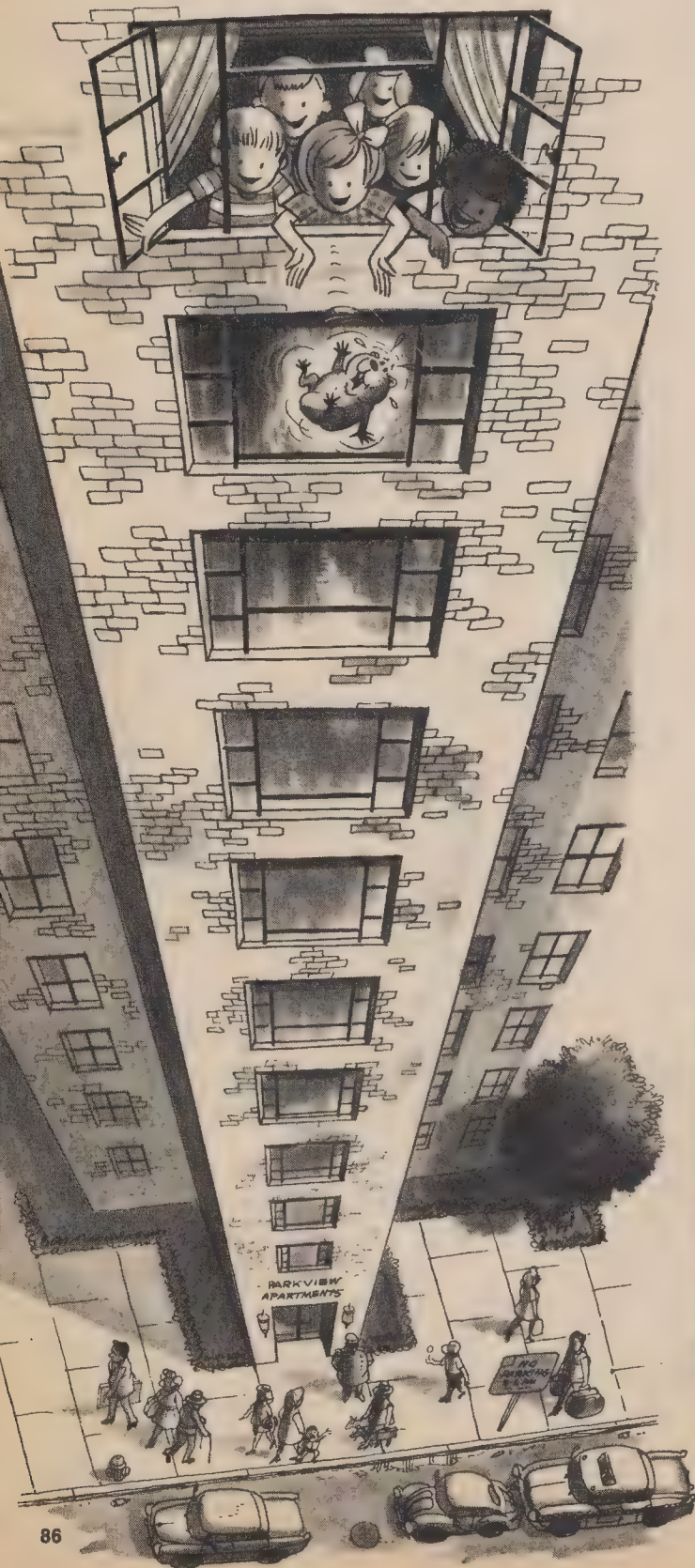
## HAMSTERS DON'T FLY

By O.Y. Vey

58 pages; *Little, Brown Animals*

\$9.95 (Ages 6 to 21)

**A** GROUP of first graders home from school put their theories about gravity to the test from a friend's tenth-floor apartment. Illustrated in full color.



## CREEPY HOWARD

By Shelved Silverspleen

14 pages; *E.P. Dullwitted*

\$12.95 (Ages 6 to 9)

**A** CRUEL joke embarrasses a bashful country boy on his first day in school. Will he grow to overcome his shyness and make friends—or will he bring his softball bat to school and take the law into his own hands?

## TABBY HAD PUPPIES!

By Morose Sendback

62 pages; *Holeton Mutant*

\$7.95 (Ages 8 and up)

**Y**OUNG Jim Feisterbrat uses his Apple home computer to reprogram the genetic structure of the family cat—with zany results.







## MUFFY'S MYSTERY

By A.A.A.A. Enlim

122 pages; Gee Pee Tantrum's Sons

\$27.95 (Ages 2 to 10)

**P**RE-TEEN sleuth Muffy Hildebrandt is hot on the trail of the mysterious prankster who stole her Uncle Bob's blood pressure pills and replaced them with salt tablets. A warm and whimsical whodunit for young children.



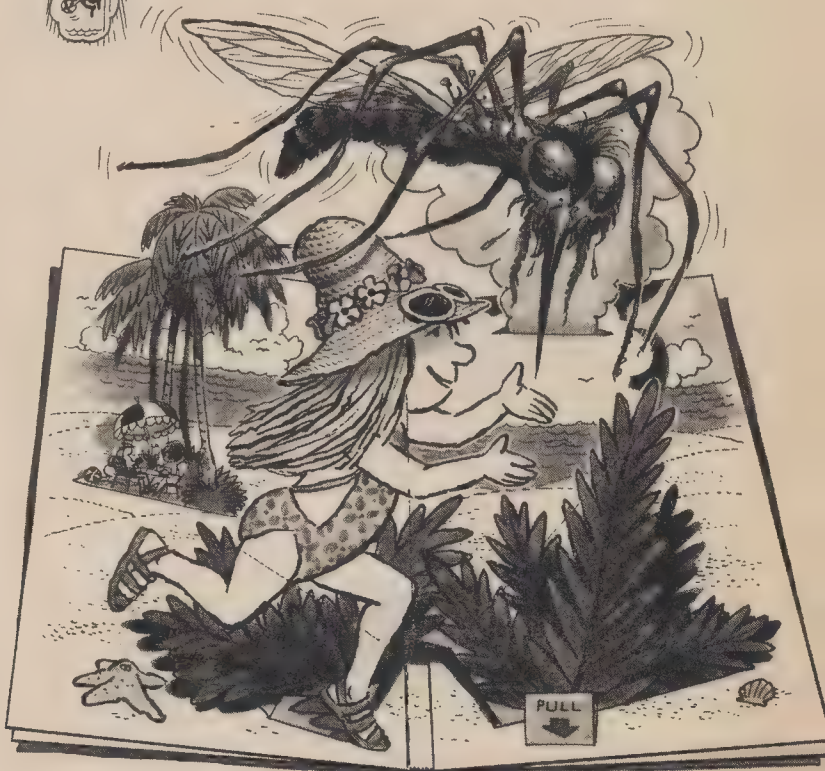
## DOLLY AND THE MOSQUITO

By William Sting

30 pages; Scholastic Swamp

\$19.95 (Ages 3 to 8)

**W**HILE on vacation in Florida, young Dolly Pepper befriends Morris the Mosquito and contracts malaria in the process. A "pop-up" picture book for beginning readers.



## TERRIBLE TOM'S DAY IN COURT

By Jean de Brouhaha

114 pages; Wapner & Row

\$13.95 (Ages 7 to 8)

**T**ERRIBLE Tom is the biggest boy on the playground and the meanest bully in school—until an enterprising young victim learns to fight back, slapping Tom and his parents with a six-figure lawsuit.



# THE MAD DECI

0 dB



25 dB



50 dB



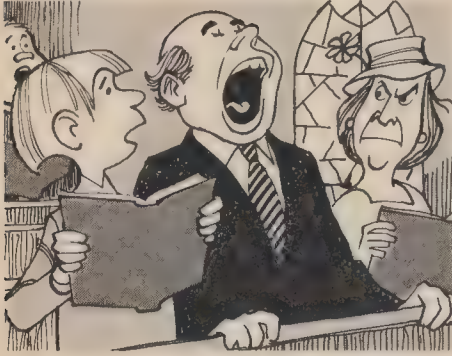
75 dB



100



110 dB



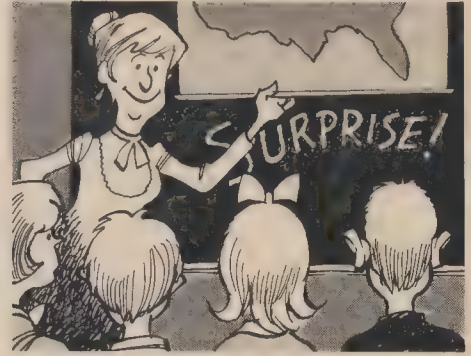
...is the average volume of the worst singer in any given church congregation.

15 dB



...is the maximum level at which a person can listen to Barry Manilow before the onset of pain.

70 dB



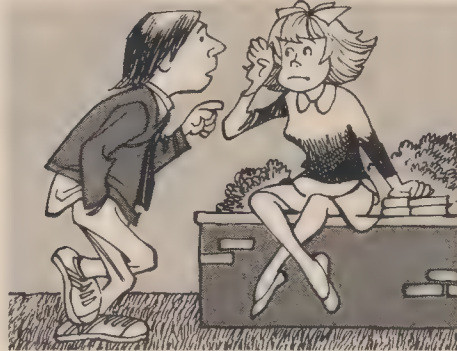
...is how much the noise level in a typical classroom *drops* when the teacher announces a surprise quiz.

60 dB



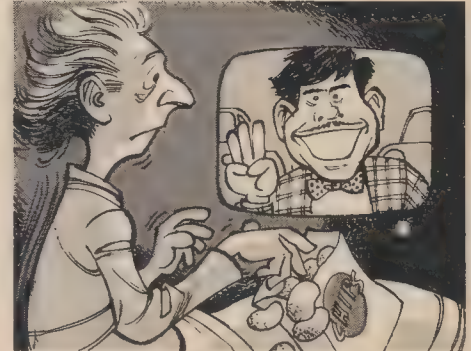
...is the amount of "potential noise" stored up inside a stalk of celery, waiting to be unleashed.

.75 dB



...is the voice level of a guy asking a girl out on a date for the very first time.

68 dB



...is the difference in volume between the All-Nite Movie and "Bonzai Bob's" used car commercials.

47 dB



...is the amount of background hiss on a non-AT&T phone line you must put up with in order to save 30% to 60% on your long-distance bill.

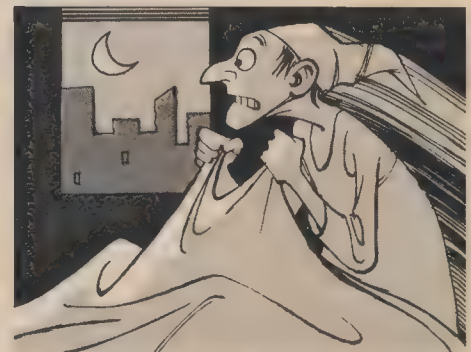
2 dB



...is the amount of noise made by the average housefly (95 dB is the amount of noise made by the same housefly exploring your ear at 3 A.M.)

5 dB

ARTIST: BOB CLARKE



...is the amount of late-night "mystery noise" required to throw the average city-dweller into a state of panic.



# BEL (dB) SCALE

dB

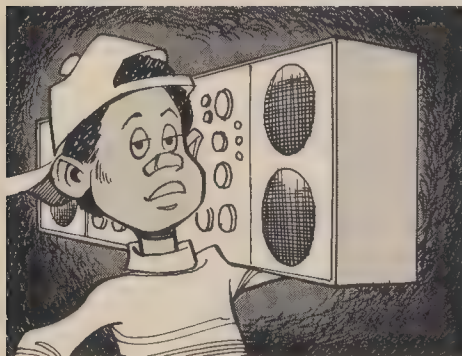
150 dB

175 dB

200 dB

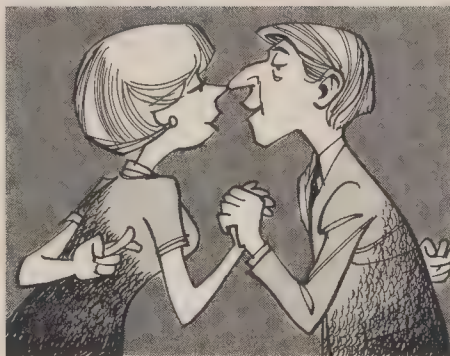


599 dB



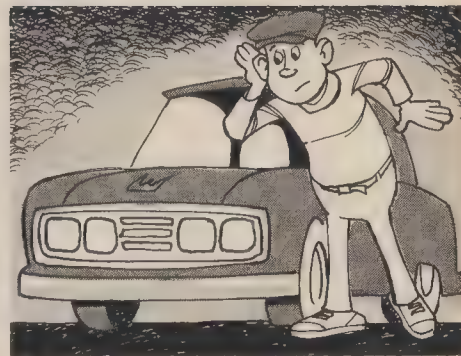
...is the lowest volume setting on a "boom box."

28 dB



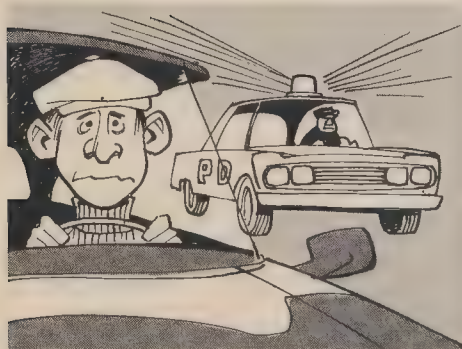
...is, for lovers, the sound level below which nothing said by either party should be believed.

.025 dB



...is the sound level of an engine noise at the time when noticing it could save you massive repair costs.

60 dB



...is how much louder a police siren seems when you are the one being pulled over.

40 dB



...is how much louder your stomach growls when it knows you're alone with a date.

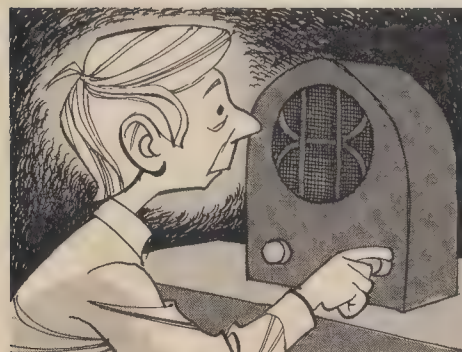
599 dB



...is the cumulative amount of "breathless swooning" emitted by Robin Leach in one episode of "Lifestyles of the Rich And Famous."

35 dB

WRITER: MIKE SNIDER



...is the amount of distortion on a top 40 station you're never quite sure is part of the music or just your cheap radio.

59 dB



...is how much louder an American tourist thinks he has to talk to make a non-English speaking person understand him.

2,198 dB



...is the cumulative sound made by MAD readers across the country groaning upon seeing yet another stupid "meter or scale" article.



# CLEVER WAYS TO GET OUT OF

## RUNNY NOSE



## GARLIC BREATH



ARTIST AND WRITER: PAUL PETER PORGES

## AN OPEN ZIPPER



## DROOPY PANTYHOSE



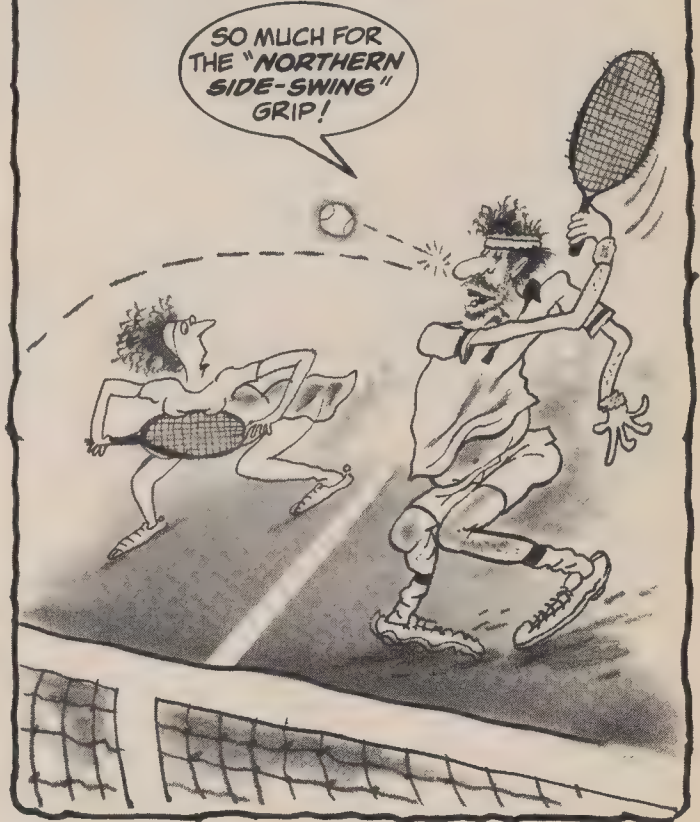


# EMBARRASSING SITUATIONS

## DOGGY-DOO SHOES



## LIMITED ATHLETIC ABILITY



## DANDRUFF



## GAMY ARMPITS





Every once in a while, a new movie comes along that's funny, clever and in good taste. Maybe one day we'll be lucky enough to see one! Until then, we'll just have to take whatever Hollywood throws up to us as we try to stomach...

# THE WRETCHES OF ECCHFlick

I'm Spookie Witchmeat! In college I majored in fertility! My husband left me because every time we had sex I got pregnant! How fertile am I? I gave birth on the first date!

I'm Jade Boffer! I teach music at the local school! I used to lack self-esteem, but Drool's changed all that! He's filled me with so much lust and desire that now I'm proud to be a bimbo!

I'm Abracadabra Bedbird, one of Drool's sexual conquests! To me, he's gross, vulgar, sickening and emotionally retarded! Lucky for him I'm a pushover for men who are gross, vulgar, sickening and emotionally retarded!

I'm Drool Van Horny, but my friends call me Satan! I'm Ecchflick's one and only sex-crazed, supernatural weirdo! I love flaunting my wealth and power, and when I don't get what I want, I plead and whine and carry on something awful until they come across! The way I see it, if I bomb out here, I can always make it as a televangelist!

AT LAST  
DE TAIL!

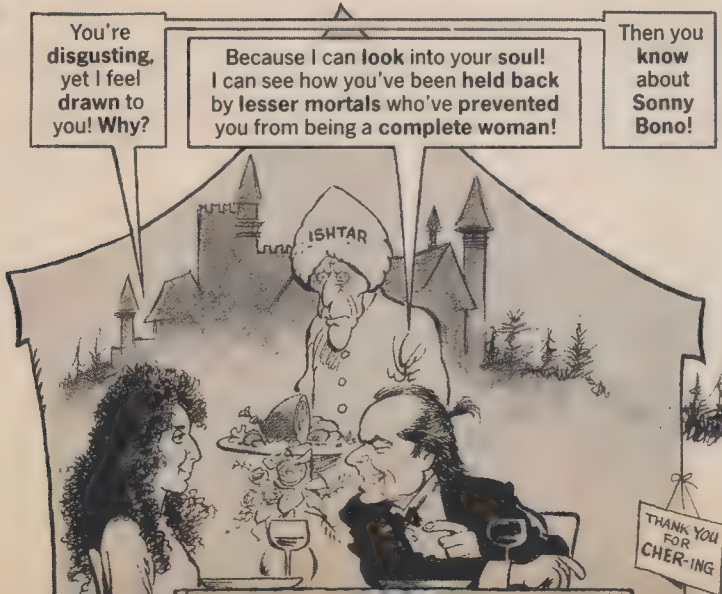
IIIQT  
DRUCKER



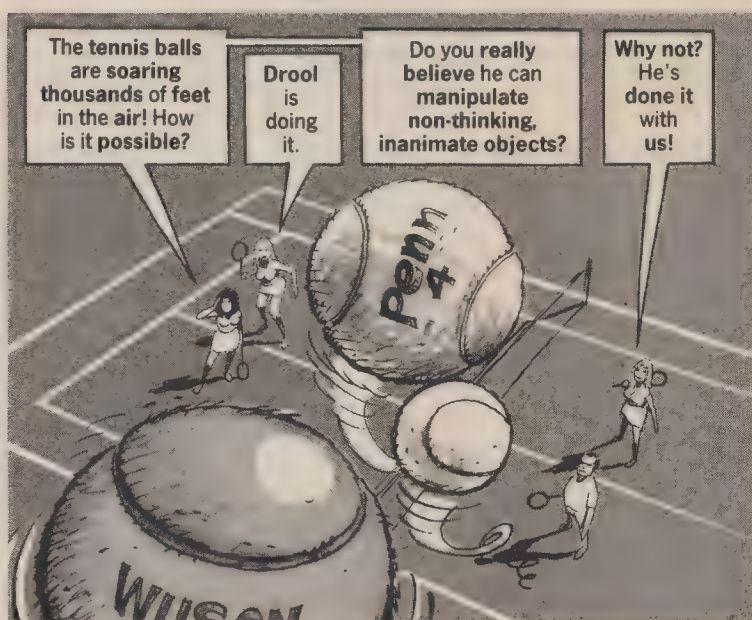


ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS











Clod just killed Obsessia, and you made it happen, Drool! How did you get your evil insane power?

Through reincarnation! In my first life I was a hopeless drunk in "Easy Rider"! Then I reincarnated as a radical weirdo in "Five Easy Pieces," was reborn as a nut case in "One Flew Over the Cuckoo's Nest" and came back again as a homicidal maniac in "The Shining"!

Why is Spookie bent over in pain?

Because Drool is sending destructive impulses through the atmosphere to her body!

Gee, if he had only sent them by the U.S. Postal Service—she never would have received them!

I'm sorry but we can't help her. She doesn't have the "mysticism curse" rider in her Blue Cross policy...



We created Drool! Now we must destroy him by using this voodoo doll! I'll stick a pin in his leg to cause incredible pain...

And I'll stick a pin in his arm to cause even more pain. What are you going to do, Abracadabra?

Let me think... Hmmmm—I have this electric pencil sharpener...



We'll jab him until he screams in pain!

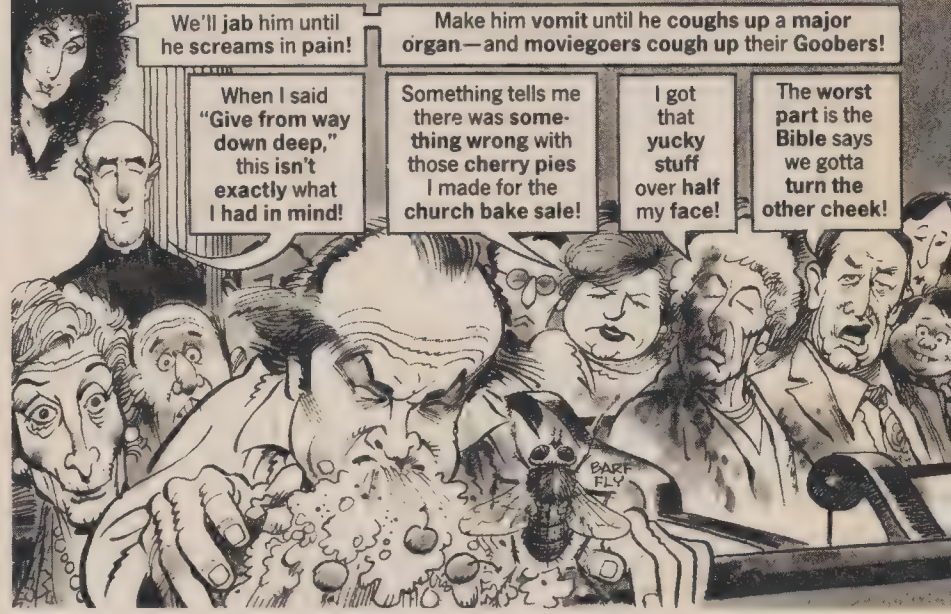
Make him vomit until he coughs up a major organ—and moviegoers cough up their Goobers!

When I said "Give from way down deep," this isn't exactly what I had in mind!

Something tells me there was something wrong with those cherry pies I made for the church bake sale!

I got that yucky stuff over half my face!

The worst part is the Bible says we gotta turn the other cheek!

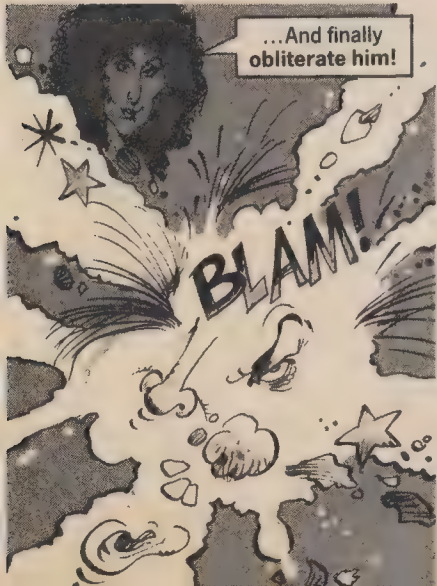


...And finally obliterate him!

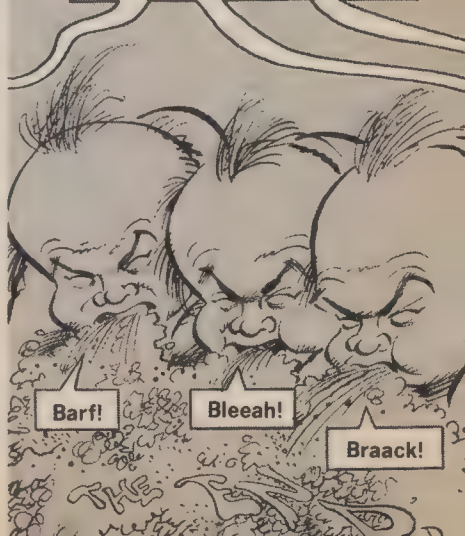
Drool's back in the supernatural world and each of us has his child! Do you think people will know he was the father? After all, the babies do look like Drool!

And sound just like Drool!

And especially...



THROW UP LIKE DROOL!!





# AN EXCITING NEW SUBSCRIPTION OFFER EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

*"An extraordinary opportunity to own the official MAD Pin Collection!"*



## A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Higgenbottom Pious Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in Space-Age Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things!)

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

## How To Get Your MAD Pin Collection FREE:

485 MADison Avenue



New York, New York 10022

☐ I enclose \$53.75 for a 40-Issue Subscription.  
I'll save \$16.25 off newsstand price and get all three  
MAD Pins shown above absolutely free!

☐ I enclose \$33.75 for a 24-Issue Subscription.  
I'll save \$8.25 off newsstand price and get the official  
MAD Logo Pin absolutely free!

☐ I enclose \$13.75 for an 8-Issue Subscription.  
I'll save a paltry 25¢ off newsstand price and get to  
look at someone else's MAD Pins because you won't  
send me any!

☐ CHECK HERE IF RENEWAL

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ Zip \_\_\_\_\_

Our Pledge: MAD will not sell or give your  
name and address to anyone for any reason!

\*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

USE COUPON OR DUPLICATE



**WHAT PREDATORY  
CREATURE MOST  
THREATENS THE  
SURVIVAL OF  
ENDANGERED  
SPECIES?**

# HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Predatory creatures are everywhere.  
To find out which one is the most  
dangerous of all, just fold in page



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

Fearsome predators spend hour after hour  
looking for prey. When one of them discovers  
a likely victim, he attacks viciously.

A▶

◀B



**MAD**

# MONOPOLY

**CARDS FOR THE 1980'S**

*Chance* WIN A FREE TRIP FROM  
A TIME-SHARING RESORT



**PAY \$500**

*Community Chest*



THE BANK  
MACHINE  
SWALLOWS  
YOUR CASH CARD  
LOSE NEXT TURN

*Community Chest*

YOU HAVE WON A  
BEAUTY CONTEST  
SELL YOUR NUDE PHOTOS  
TO AN ADULT MAGAZINE



**COLLECT \$50,000**

*Chance*

BUY  
LOTTERY  
TICKETS



**LOSE \$5**

*Chance*

Get Turned Down  
At the Door of  
**THE HARD  
ROCK CAFE**



**Go Back Three Spaces**

*Community Chest*

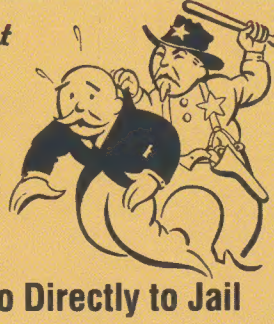
Place a Personal Ad.  
Go on two Dates.  
Change your Phone  
Number.



**PAY \$95**

*Community Chest*

GET CAUGHT READING  
A COPY OF  
PENTHOUSE MAGAZINE  
IN NORTH CAROLINA



**GO TO JAIL Go Directly to Jail**

*Chance*

**ADVANCE TOKEN  
TO BROADWALK**

PLAY SLOT MACHINES  
AT THE GOLDEN NUGGET



**LOSE \$300**



**WHAT PREDATORY  
CREATURE MOST  
THREATENS THE  
SURVIVAL OF  
ENDANGERED  
SPECIES?**



**FOLD PAGE OVER LIKE THIS!**

**A ▶ ◀ B FOLD BACK SO "A" MEETS "B"**



**ARTIST & WRITER:  
AL JAFFEE**

**Fur  
lovers**

**A ▶ ◀ B**